

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

and The Flavor Field

76th YEAR

NOVEMBER, 1953

C. E. BICKFORD & CO.
COFFEE BROKERS

NEW YORK
88 Front Street

NEW ORLEANS
427 Gravier St.



Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"? It's delightfully illustrated, and yours for the asking.

**NATIONAL FEDERATION
OF COFFEE GROWERS OF COLOMBIA**

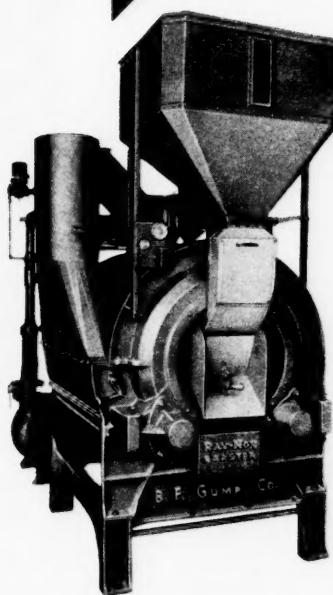
■ Member of Pan American Coffee Bureau
120 WALL STREET • NEW YORK 5, N. Y.

Announcing

THE COMPLETELY NEW

GUMP

RAY-NOX **COFFEE ROASTER**



Embodying new methods and modern design features that combine to produce—

- uniformly developed roasted coffee with excellent cup and keeping qualities
- and many worthwhile advantages that give every indication of establishing a new standard in roasting efficiency.

Intensive field testing of full-size commercial models, after years of preliminary research and pilot plant experimentation, has determined that the RAY-NOX Coffee Roaster is now ready to take its place in the B. F. Gump Co. line of modern, efficient, coffee plant equipment.

Complete information on the new Gump RAY-NOX Coffee Roaster and samples of RAY-NOX roasted coffee are available on request. Write today.

B. F. GUMP CO.

Engineers & Manufacturers Since 1872

1312 SOUTH CICERO AVENUE, CHICAGO 50, ILLINOIS

MANUFACTURERS OF: GUMP RAY-NOX ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • BAR-NUN "AUTO-CHECK" NET WEIGHERS
BAR-NUN AUTOMATIC BAG FEEDERS, OPENERS AND WEIGHERS • EDTBAUER-DUPLEX AUTOMATIC NET WEIGHERS

NOVEMBER, 1953

No Capital Investment for this AMAZING MOCO BAGGING MACHINE

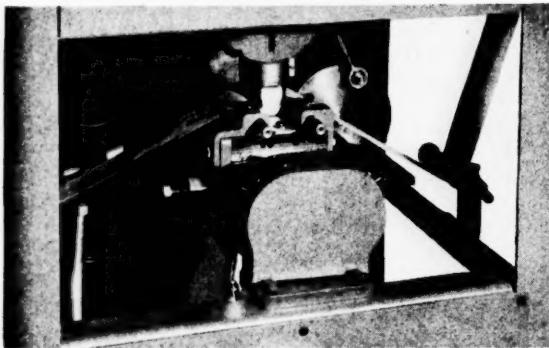
PRODUCTION: 12,000 per hour (200 per minute) Steepolator Bags, simultaneously made and filled. The only machine that will automatically pack a Standard Measure of ground coffee into a pleated bag less than $2\frac{1}{2}$ " square.



PACKING PRECISION: Volumetric feed adjustable to weight tolerance of $1\frac{1}{2}$ grains (approx. $1/300$ of an oz.) per bag.

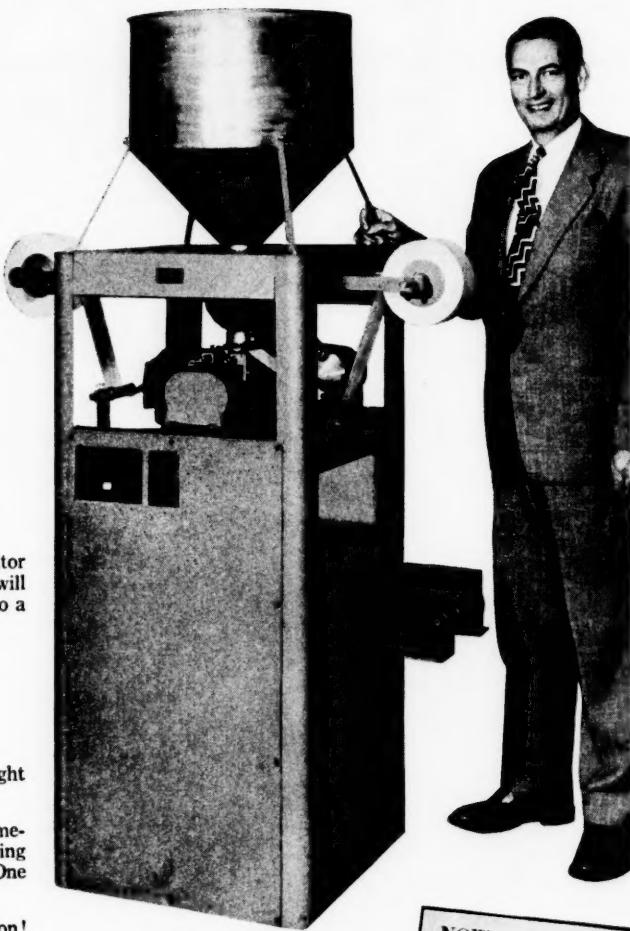
TROUBLE-FREE OPERATION: Never before equalled mechanical simplicity means years of trouble-free bag packaging with no need for in-plant service engineers or mechanics. One attendant can easily operate two or three machines.

NO CAPITAL EXPENDITURE: No reserve for depreciation! Production cost accounting simplified! Machine installed for small advance royalty on royalty-lease basis.



Component unit — only 7" x 5" x 14" — contains all vital working parts of MOCO bagging machine.

Nearly mechanically-foolproof, lightweight unit can be replaced by attendant in minutes.



Advertised in LIFE, Steepolator Coffee Bags give roasters the biggest profit margin per pound of any form of coffee packaging — at no greater cost per cup to consumers.



MOCO MACHINES ARE ADAPTABLE

for making tea bags and varying sized bags of any approved heat sealing paper, cellophane, plofilm, or foil for spices, solubles, peanuts, candy, pills and a wide range of other food and drug items in granular or powder form.



MOCO MACHINES COFFEE BAGS Inc.
130 NEWBURY STREET • BOSTON 16, MASSACHUSETTS

Coffee & Tea Industries and the Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$3.00 a year, 50 cents per copy, November, 1953. Vol. 76 No 11. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

GAIR

Precision-made
FOLDING

CARTONS



GAIR

FOLDING CARTONS
SHIPPING CONTAINERS
PAPERBOARD

ROBERT GAIR COMPANY, INC. • 155 EAST 44TH STREET • NEW YORK 17

NOVEMBER, 1953

For
**HIGH-SPEED
FILLING**

Hour after hour, these White House coffee cartons flow through high-speed filling machines without tearing or jamming. Production stays in high gear with no disruption of vital schedules.

Why does a packer get performance like this from Gair-made cartons? Because Gair packaging engineers base their work on a constant study of all types of automatic packaging machinery.

Every new carton is designed to fit the peculiar characteristics of the machine that will fill it.

Our consultants will be happy to show you how precision-made Gair cartons will help step up the speed on your production line.

No obligation, of course.

Write today for Gair's Folding Carton booklet.

it will pay you
to package
your spices in
R.C. metal top FIBRE CANS

Here are the facts . . .

- **SMALLER INVENTORY**—R. C. Fibre Cans can be ordered in any quantity—however small. It isn't necessary, because of expensive lithography, to restrict your orders to 25,000 or 100,000 lots. No need to overstock on a slow-moving spice item that will take years to use up.
- **MINIMUM DANGER OF OBSOLESCENCE**—With R. C. Fibre Cans you order when and as you need them. This means an up-to-date can—labels that can be easily and inexpensively revised.
- **FASTER SERVICE**—Quick, dependable delivery keynotes every R. C. order. R. C.'s broad facilities and thorough-going experience in the manufacture of fibre containers is enhanced by freedom from the usual material shortages and cutbacks—plus four strategically located plants.
- **DURABLE, SMART-LOOKING DESIGN**—Product protection comes first in R. C. Packaging. Rugged "shelf-proofed" design is combined with attractive, up-to-date design.
- **LOWER COST**—Less to produce—less to ship—always on hand without jamming up your valuable warehousing space.
- **COMPLETE VARIETY OF SHAPES AND SIZES**—Round, square, oval, or oblong—with any type of closure to fit your individual needs. Find out today how R. C. Fibre Cans will save you money, time, space and production headaches.



"CAN-gineers to the Packaging Industry"



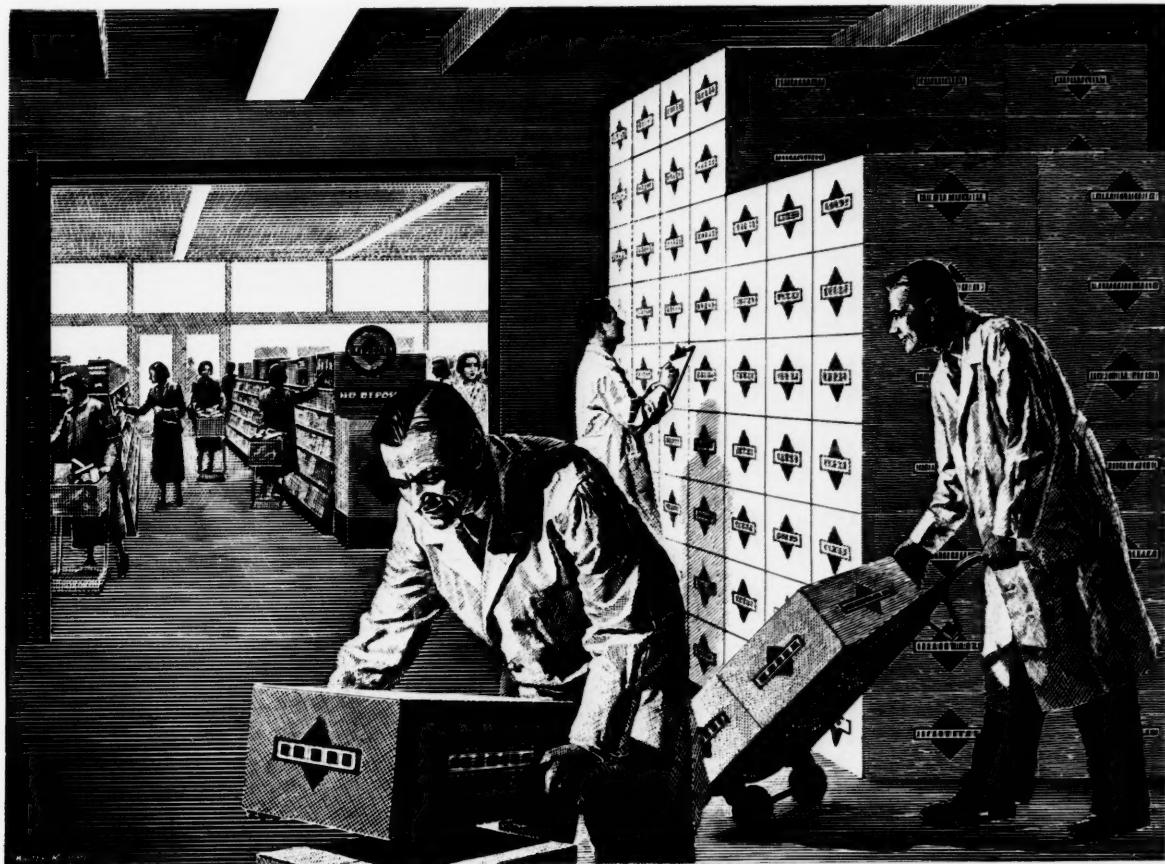
MAIN OFFICE and Factory 9430 Page Blvd., St. Louis 14, Mo.

Branch Factories: Arlington, Tex.; Rittman, O.; Turner, Kan.

SALES OFFICES:

Atlanta 3, Ga., L. C. Morris Co., 1125 Spring St., N.W. • Denver 9, Colo., E. F. Deline Co., 224 W. Alameda • Los Angeles 15, Cal., Can Supply Co., 1006 W. Washington Blvd. • Memphis 3, Tenn., S. W. Scott, 608 McCall Bldg. • Minneapolis 1, Minn., W. L. Bennett, 126 S. Third St. • New Orleans 12, La., C. E. Dobson, 1003 Carondelet Bldg. • New York, N. Y., R. C. Can Co., 225 West 34th St.





Your Product is Well-Dressed and "Sell-Dressed" in a Gaylord Container



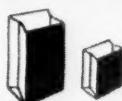
*Their unseen quality gives you
an extra margin of safety.*

Strikingly printed Gaylord shipping containers keep on selling your name and product wherever they go. This effective and economical medium is a natural to increase the impact of your advertising and other promotions.

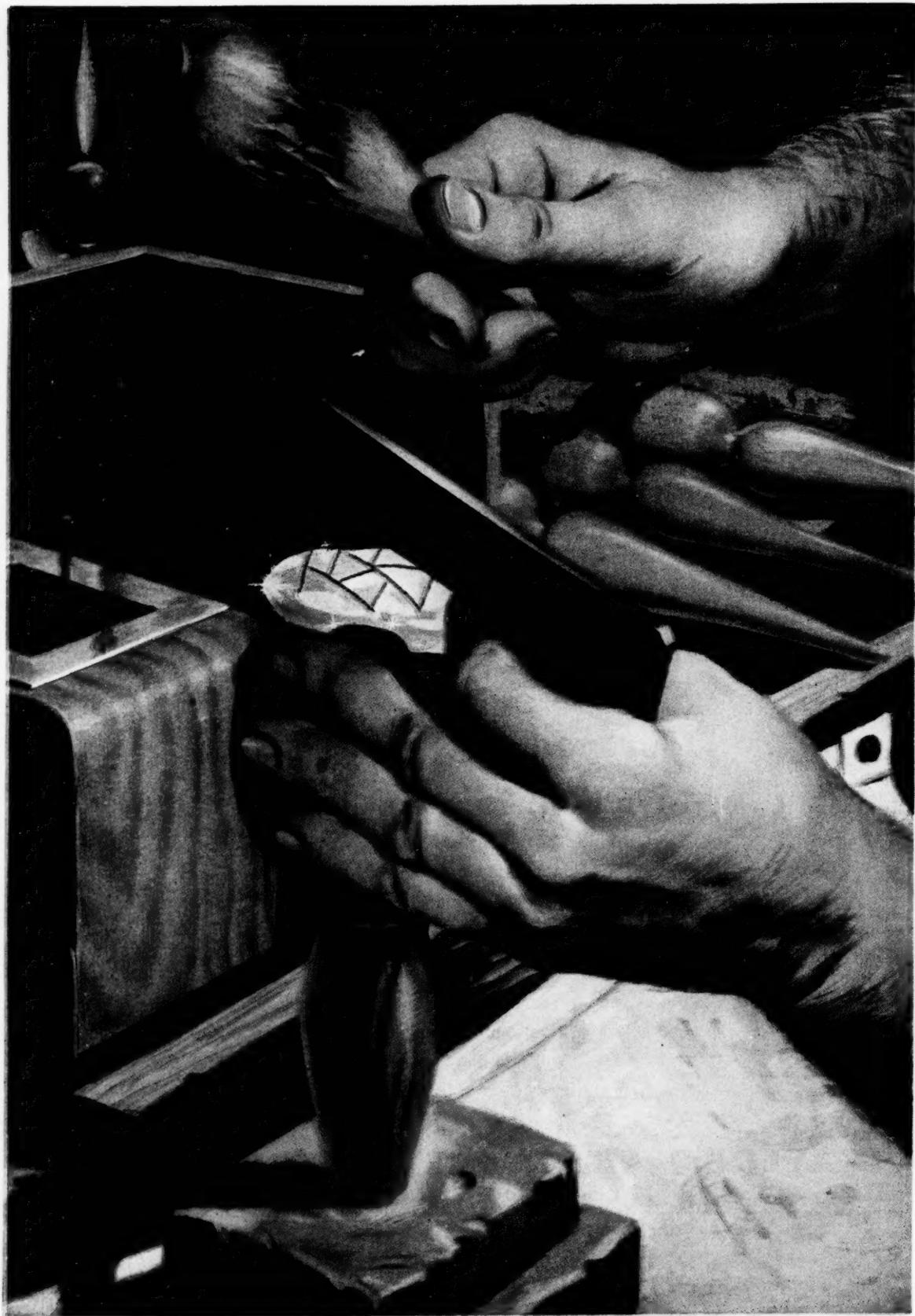
Your nearby Gaylord sales representative will be happy to tell you more about these "traveling billboards." You will find him listed under Boxes (Gaylord) in the classified pages of your phone book.

GAYLORD CONTAINER CORPORATION

General Offices: ST. LOUIS • Sales Offices Coast-to-Coast



CORRUGATED AND SOLID FIBRE BOXES • FOLDING CARTONS • KRAFT BAGS AND SACKS • KRAFT PAPER AND SPECIALTIES
NOVEMBER, 1953



COFFEE & TEA INDUSTRIES and The Flavor Field

Preparation...

First step to perfection

Like the diamond cutter and his exacting calculations, Canco exercises meticulous care in every detail of container production.

For you, Canco's relentless effort to produce perfect containers means fewer work stoppages on your production lines, lower packing costs and maximum container efficiency throughout your channels of distribution.

Canco's precise specifications for its containers are arrived at only after exhaustive laboratory tests, pilot-line manufacturing trials and experimental packs. This zeal for container perfection also applies to raw materials, packing—even shipping.

That's why the containers which roll off Canco lines can best take your products to market at a profit.

Go first to the people who are first!

**AMERICAN
CAN
COMPANY**



New York, Chicago, San Francisco; Hamilton, Canada

Today no coffee container in the world can offer you better flavor protection than the vacuum pack can, originated by Canco.



An Old Southern Custom- and A Good Packaging Idea



FOR SOME YEARS prior to 1920 The James G. Gill Co. Inc., Norfolk, Va., had been supplying hotels and restaurants with a special blend. So many diners liked the coffee and asked the waiter where it could be bought that eventually it was put up in retail units.

Southerners like their coffee full-bodied so "Gill's Hotel Special" has a small amount of chicory added. With prices at their current level, the roaster recently decided to take fuller sales advantage of this extra strength feature. He re-designed his bag to emphasize economy in the directions printed on the gussets.

A good bag can always be made better. Leader in paper packaging, Union has available the industry's greatest fund of practical packaging information. We will be glad to share it with you.



HOW THIS BAG IS MADE

Production Features of
"Gill's Hotel Special" 1-lb. Package

TYPE OF BAG:

Automatic

SIZE: 1 lb.

OUTER PAPER:
50# White
Super-calendered
Pique Embossed

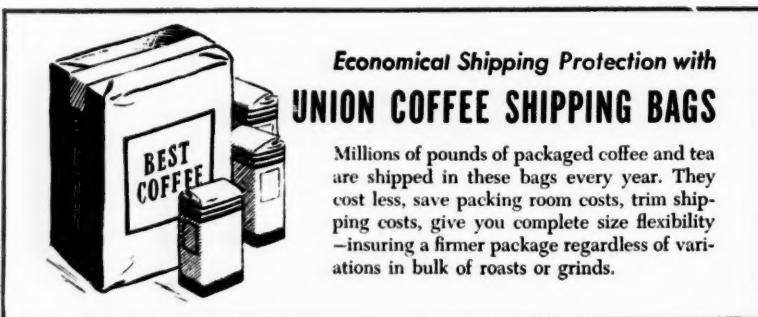
INNER LINER:
30# Amber
Glassine



INKS: Red

SPECIAL FEATURES:

Tuck printing
identifies bean coffee
contents and tells
customer how to
get it ground.
Tin tie attachment
helps clerk repack
and close quickly
and securely.



Economical Shipping Protection with UNION COFFEE SHIPPING BAGS

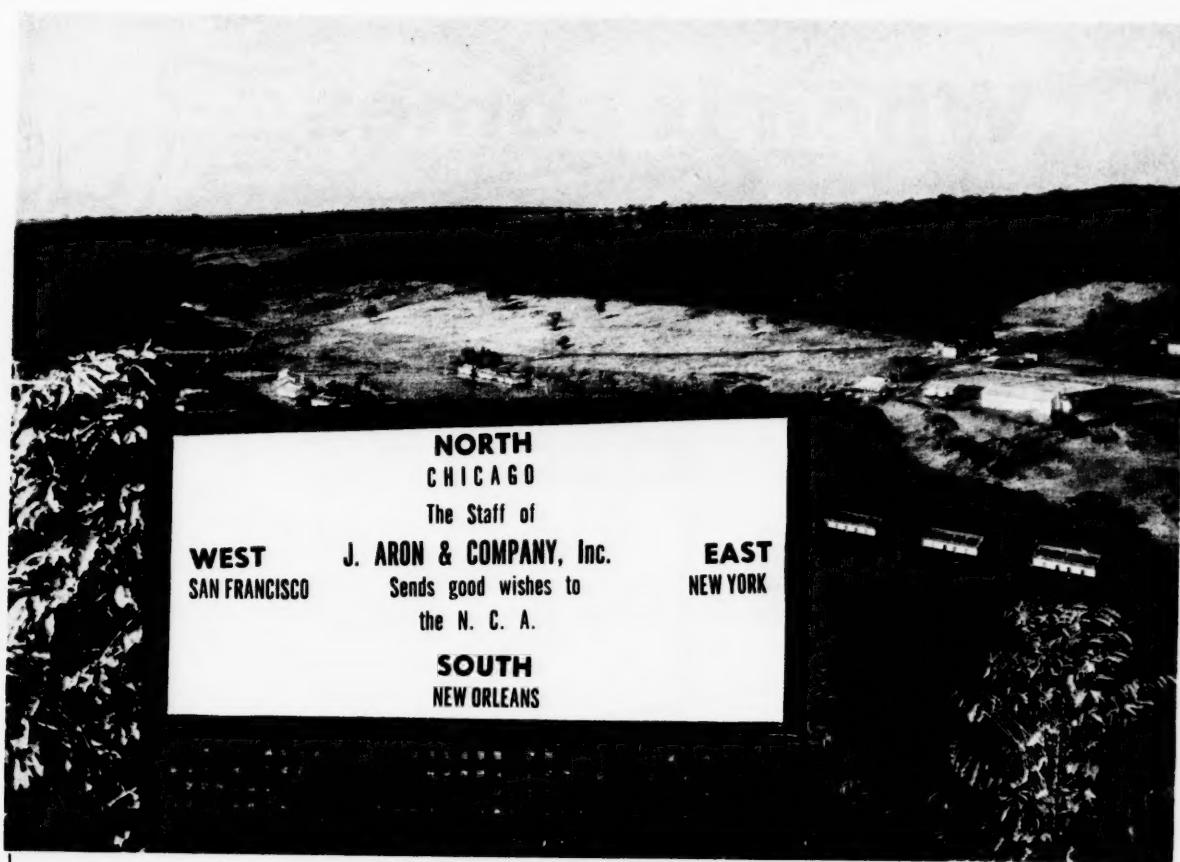
Millions of pounds of packaged coffee and tea are shipped in these bags every year. They cost less, save packing room costs, trim shipping costs, give you complete size flexibility—insuring a firmer package regardless of variations in bulk of roasts or grinds.

UNION Fancy Coffee Bags

UNION BAG & PAPER CORPORATION



Woolworth Building, New York 7, New York



J. ARON & COMPANY, INC.

Coffee Importers

GREEN COFFEES FROM ALL OVER THE WORLD



NEW ORLEANS

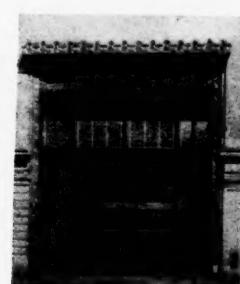
NEW YORK
91 Wall Street

SAN FRANCISCO
242 California Street



NEW YORK

Direct Representation
SANTOS
Rio de JANEIRO
PARANAGUA



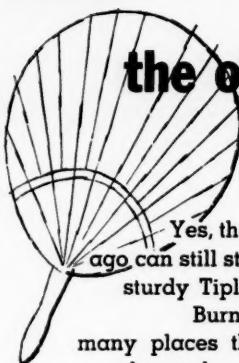
SAN FRANCISCO

NEW ORLEANS
336 Magazine Street

CHICAGO
404 No. Wells Street

Offices of Representatives in Coffee Producing Countries all over the World.

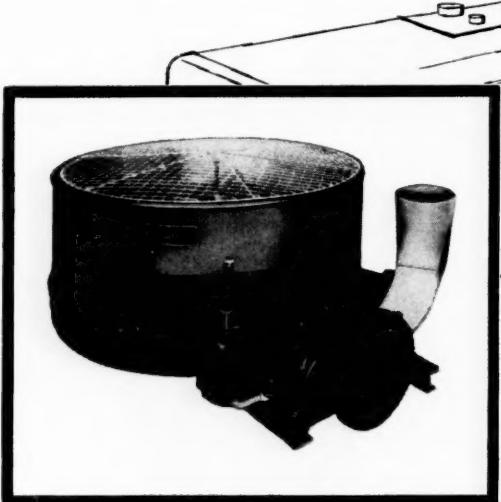
When it comes to Cooling



**the old one still works
but**

Yes, the old palm leaf fan of a few decades ago can still stir up a breeze. Similarly the sturdy Tiplex Cooler introduced by Jabez Burns & Sons 33 years ago still can, and in many places throughout the world, still does take care of cooling a coffee roast. But . . .

the modern one is better!



Today's air conditioning unit does more than stir up a breeze. It is just what its name implies—a scientific device which provides a made-to-order climate consistently, efficiently and effortlessly. Just so today's STIRFLEX Cooler by Burns represents a big advance in efficiency over the Tiplex of yesteryear. Regardless of what kind of a roaster you are using, a STIRFLEX will take care of your cooling operation efficiently and evenly—and it will completely eliminate all risk of inadequate cooling and consequent burning of the roast.

Yes, the old one still works, but the modern one is better! Have you checked the advantages of replacing your old cooler with a modern Stirflex? Why not write now for Bulletin 24A4.

MEMBER OF
NCA

JABEZ BURNS & SONS, INC.
11th Avenue at 43rd Street • New York 36, N. Y.

DESIGNERS AND MANUFACTURERS OF PROCESSING EQUIPMENT FOR THE FOOD INDUSTRY: COFFEE, TEA, COCOA, PEANUT BUTTER, NUTS, MALT, CEREAL PRODUCTS ETC....CONVEYING AND STORAGE EQUIPMENT • TESTING EQUIPMENT

Engineers

SINCE 1864

COFFEE & TEA INDUSTRIES and The Flavor Field



AMERICA'S FINEST HOT CHOCOLATE IS NOW EVEN BETTER!

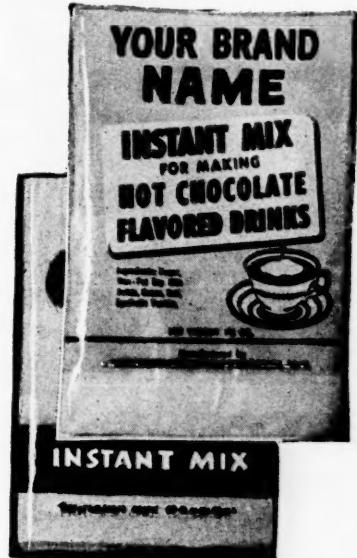
✓ *Extra* flavor ✓ *extra* quality ✓ *extraordinary* blend—these make up Van Besta's *new* hot chocolate. And it's all ready for your **BRAND NAME**, your **TRADE MARK**, your **DESIGN**—printed right on the package *free of extra cost* . . . all set to make **EXTRA SALES FOR YOU!**

Improvement is a daily job at the Van Besta plant—improvement in a product already known to be tops—improvement that results in increased sales—year after year—for more than 300 prominent distributors throughout the country. Put **YOUR BRAND NAME** on America's finest hot chocolate . . . and watch your volume grow!

SEE the difference . . . TASTE the difference that MAKES the difference!

EXTRA SPECIAL NO-RISK INTRODUCTORY OFFER

Write or call today for **FREE SAMPLES**. Taste! Compare! Then take advantage of a generous introductory offer (details of which will be sent on request).



Van Besta co., inc.
Oldest and Largest Manufacturer of Private Label Hot Chocolate

611 Bergen Street, Brooklyn 38, N. Y.

MAin 2-2770



INSTANT COFFEE



WITH YOUR PRIVATE LABEL!

Get This Aroma Of Rich Profit:

Sales of Instant Coffee are sky-rocketing! Last year 17% of all coffee sold East of the Rockies was the Instant form. This year it was 22%. Last year nationally it was 12%; this year 17%.

The great majority is sold in Self-Service Stores, where 60% of all sales are Impulse Purchases. Most buying decisions are made right in the store, *after the shopper sees the packages on display.*

Rossotti is headquarters for Instant Coffee Labels. We produced every Private Brand label shown here. They are making sales history. They say to the consumer "Buy Me!". And she does.

Don't miss out on this fast growing market.

There is a qualified Rossotti representative near you. He can help you with plans to cash in on this big opportunity. Just call or write us for an appointment. It could mean an important increase in your Private Brand sales.

Rossotti

multicolor labels and folding cartons since 1898.

Executive Offices & Plant: ROSSOTTI LITHOGRAPH CORPORATION
8511 Tonnelle Ave., North Bergen, New Jersey

West Coast Plant: ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
5700 Third Street, San Francisco 24, California

SALES OFFICES: NEW YORK • ROCHESTER • BOSTON • PHILADELPHIA • BALTIMORE • CHICAGO • ORLANDO • HOUSTON • LOS ANGELES • SAN FRANCISCO • FRESNO • SEATTLE

*We
believe*



everyone in the coffee trade should
impress upon the consumer that

*Coffee costs so little.....
.....and gives so much*

Good Coffee makes 40 cups per pound
Coffee costs so little per cup.

We believe

that these facts cannot be repeated too often
in consumer publicity. Dealers also need to be
reminded that coffee continues to be one of the
least expensive and most satisfying beverages.

***Thanksgiving Greetings
to all in the coffee industry***

Ruffner, McDowell & Burch, Inc.

NEW YORK: 98 Front Street

CHICAGO: 408 W. Grand Ave.

SAN FRANCISCO: 214 Front Street

NEW ORLEANS: 419 Gravier St.



P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.
Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador
El Salvador • Guatemala • Honduras • Mexico • Venezuela



©1955

"One for the Road" campaign expands

We at the Bureau feel that the Coffee Industry has good reason to be proud of the great public service campaign of "When it's 'One for the Road,' be sure it's coffee!"

The timeliness and importance of this message has brought much credit to the entire industry. The campaign has won Public Service Awards, been endorsed by Governors and columnists, praised by safety groups, promoted by the nation's press and radio, and has been extremely well received by the American public.

In view of the tremendous success of the "One for the Road" promotion in past years, the Bureau will not only repeat it during this holiday season, but will also expand it.

Magazine schedule added

Just before New Year's Eve, the Bureau will run 1,000 line ads in over 175 papers across the country. In the December 26th issue of *The Saturday Evening Post* and the December 28th issue of *Life*, we will run a full page ad.

Augmenting this print media program will be radio spot announcements over 125 key

stations across the nation. In addition, feature stories and releases will be distributed to the nation's press and radio.

Build sales — add prestige

You can add to this impact and, at the same time, build sales and prestige for your brand in your sales area by tying in with this campaign.

Detailed methods of connecting your brand name with this important public service program are explained in the Bureau's new promotion kit. Most roasters will have received the kit by now.

We hope that the suggestions in it will be of help to you during the Christmas-New Year holiday period. If you desire any further information, please feel free to write to the Director of Advertising here at the Bureau.

With best holiday wishes,

Chas. G. Lindsay
MANAGER

Duchess

A NATIONALLY KNOWN
NAME IN DOLL PREMIUMS



=715
MARTHA WASHINGTON
A Perennial Favorite

- ★ Quality
- ★ Price
- ★ Service

Let us help you solve your Premium Problems

For many years Duchess Doll Corp. has been a leader in supplying the finest of dolls for use in Premium Promotions.

Our customers have had a continuous success in the use of Duchess Dolls as Premiums. **And so will you! If you avail yourself of our facilities and know-how, in the**

solving of your Premium problems.

For a successful doll premium you have with us a choice of over 50 different "Dolls of all Nations", or if you so desire, we will create a doll for your exclusive use and also design a package to match.

SEND FOR OUR CATALOG TODAY

Duchess Doll Corp.

86-27 ROOSEVELT AVENUE

JACKSON HEIGHTS, L. I., N. Y.

PHONE HAVEMEYER 9-7005 COLLECT

Our tailor-made service gives you a "break"



Our entire operation is aimed at making life less hectic for our customers. Over the years we have assembled a long list of helpful tailor-made services. Any or all of these services including research and engineering are available—when and where you want them.

It goes without saying that the

cans you get from Continental will be right for your processing and packing methods, and that they will be delivered on time. So why not let Continental go to work for you? We promise you our best effort from the first day . . . and constantly improving containers and services through the years.



EASTERN DIVISION

100 E. 42nd St., New York 17

CENTRAL DIVISION

135 So. La Salle St., Chicago 3

PACIFIC DIVISION

Russ Building, San Francisco 4

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—AUTOMATIC ROASTER CONTROLS

A bulletin on automatic controls for roasters has been issued by Jabez Burns & Sons, Inc. The bulletin explains how Burns has developed automatic controls for virtually every major phase of coffee processing, covering all roaster models and adapted to every roasting method. Jabez Burns & Sons, Inc, 11th Avenue at 43rd Street, New York 36, N. Y.

9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

10—SUPERFINE PULVERIZER

The principle of pulverizing by air attrition and impact, with simultaneous classification and recycle in a single machine, is described in a new four-page illustrated catalog issued by the Schutz-O'Neill Co., 311 Portland Avenue, Minneapolis 15, Minn.

11—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

12—FILLING AND PACKAGING MACHINERY

For Silex ground and for pulverized coffee, also for whole bean and steel cut coffee. Filling machines, carton filling and sealing machines, bag and envelope fillers and sealers, Cellophane and pliofilm packaging machines. Special bulletins for each type of equipment. Stokes and Smith Co., Department S, Frankford, Philadelphia 24, Pa.

13—COFFEE, TEA, TEA BALLS

PACKAGING SERVICE

Complete set of samples of stock tea, tea balls and coffee cartons sent on request. Label samples also available. Specialists in Tea and Coffee Packaging. Rossotti Lithographing Co., Inc., North Bergen, N. J.

14—RESTAURANT COFFEE SERVICE

Illustrated, 46-page catalog gives complete specifications and prices on coffee makers of all types for use in hotels and restaurants. Parts and accessories also fully covered. Siebel Urn Bag Co., 927 W. Huron St., Chicago 22, Ill.

SPICE MILL PUBLISHING CO. 106 Water St., New York 3, N. Y.

Please send me the booklets whose numbers I have checked:
 9 10 11 12 13 14

Firm Name _____

Street Address _____

City and State _____

Signature _____ Title _____

NOVEMBER, 1953

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

76th Year

NOVEMBER 1953

Vol. 76, No. 11

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76th Year

T. M. Reg.



Pioneer Publication in Coffee, Tea, Spice, Flavor

• A Tea Convention "Highlight" Report



In the bright sunlight of early fall in West Virginia, tea people and friends from allied trades at the eighth annual convention of the

Tea Association of the U. S. A. gather on the leaf-flecked lawn outside The Greenbrier for the "official" group picture.



National and trade leaders at the convention. Seated, from left: Indian Ambassador G. L. Mehta, Theodora Meijers, H. S. Amerasinghe, Robert B. Smallwood. Standing: Samuel Winokur, Anthony Hyde, Senator Alexander Wiley, Fred Rosen, Rep. Emanuel Celler.



At a convention reception, industry and producing country delegates get together. From left: Dr. Zairin Zain, Fred Rosen, Ruth Floyd, Theodora Meijers, Cyril A. Brocklehurst and Achmad Natanagara. Represented here are U.S., Ceylon and Indonesia.

• *A Tea Convention "Highlight" Report*

50,000,000 pounds more in 5 years

Eighth annual convention of Tea Association of U. S. A. raises sights, hears restaurant operators call for bulk brewing, reviews grocery trends, gets producing country crop picture, reelects Sam Winokur

In the next five years, the tea industry in the United States can increase consumption by another 50,000,000 pounds a year.

To fling the door open to a real increase of sales in the public service field, restaurant operators say shift to urn service.

The tea sales in supermarkets are not keeping pace with the overall increase in total food sales—but supermarket operators are wide open and anxious for help in promoting tea as one of their most profitable items.

In spite of the difficulties of last December which brought in their train voluntary restrictions of output in North India, producers will be able to supply tea to meet increasing sales in this market.

These were among the perspectives outlined at the eighth annual convention of the Tea Association of the U. S. A., held at The Greenbrier, White Sulphur Springs, W. Va.

Samuel Winokur, vice president and general manager of Seeman Brothers, Inc., was reelected president of the Tea Association.

Also reelected as vice presidents were C. William Felton and Edward J. Vinnicombe. Mr. Felton is vice president of Henry P. Thomson, Inc., and Mr. Vinnicombe is a director of McCormick & Co., Inc.

Edward C. Parker, president of the Tetley Tea Co., Inc., was named to continue as treasurer.

For the first time in the 55 years of the Tea Association's history, representative of the grocery and restaurant fields will serve on the board of directors. Hugh J. Davern, of The Grand Union Co., and R. M. Howell, of the F. G. Shattuck Co., have been named to the board.

Other directors are Edward Aborn, of Arnold & Aborn; Joseph Diziki, vice president, Carter, Macy Co., Inc.; Russel W. Field, Jr., secretary, Brownell & Field Co.; P. C. Irwin, Jr., Irwin-Harrisons-Whitney, Inc.; Angus W. McAdam, A. W. McAdam Co.; Harry McComb, Standard Brands, Inc.; Hayes G. Shimp, Jr., Hayes G. Shimp, Inc.; Robert B. Smallwood, president, Thomas J. Lipton, Inc.; and George N. Witt, National Tea Packing Co.

Mr. Winokur said that never in its history had the Tea Association been as dominant a force for the industry's progress as in the past year. He recalled the part played by the organization in paving the way for the International Tea Conference and the formation of the Tea Council of the U. S. A., Inc.

"When the Tea Council went into operation in May

NOVEMBER, 1953

of 1950", he declared, "everybody connected with it held the opinion that they were embarked on a long-range program; that tangible results would be slow in coming; that it would probably be at least five years before it would be possible to tell whether the industry campaign was working.

"The fact that we are engaged in a long, tough struggle hasn't changed—but there is good evidence that we are on the right track; that the campaign is working; that we are going forward.

"In the past three and one-half years the tea industry campaign, by its very fact of being, has helped stimulate importers and packers to increase their individual sales efforts; it has helped stimulate grocers and restaurateurs to pay more attention to tea and to push it harder; it has made a start at changing the public's attitude towards tea."

Mr. Winokur said tangible results in increased tea drinking show that people in 1953 will drink two and one quarter billion more cups of tea than they did in 1950. Other figures show that imports are up 12½ per cent for the first seven months of this year, while grocery store sales to consumers are up nine per cent for the 12 months ending May, 1953 compared to a similar period last year.

"Ceylon, India, Indonesia and the Tea Association of the U. S. A. have forged the bonds which have united us at home and abroad as never before," Mr. Winokur said. "Our common objective, our mutual interests, our joint industry campaign—that is *union* in its finest sense—that is tea's present strength, and its hope and assurance for the future."

The perspective of an increase of 50,000,000 pounds a year in the American tea market was given to the convention by Anthony Hyde, executive director of the Tea Council of the U. S. A., Inc. Mr. Hyde's highly significant report is reported in detail elsewhere in this issue.

Mr. Hyde said that the preceding six months had been one of the most successful publicity efforts that any food product had ever had. "Our publicity has certainly supported our advertising in a way that has increased the effectiveness of both," he declared.

Fred Rosen, public relations consultant to the Tea Council, outlined the work done for tea in that field. He showed how the Tea Council was achieving enormously valuable promotion for tea in magazines and newspapers, on radio stations, and especially on TV.

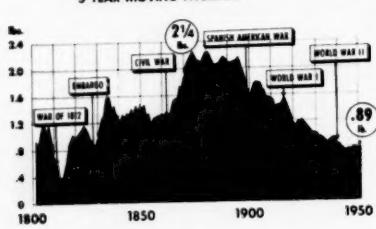
He showed the convention the tools used to win free time

(Continued on page 32)

• A Tea Convention "Highlight" Report

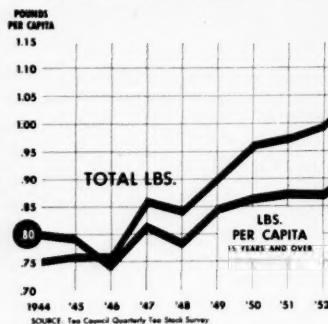
150 YEARS OF TEA

NET IMPORTS PER CAPITA
(15 years and over)
5 YEAR MOVING AVERAGE



SOURCE: Treasury Department, Department of Agriculture, Foreign Trade Report, Historical Statistics, Bureau of the Census

TEA CONSUMPTION SINCE WORLD WAR II



SOURCE: Tea Council Quarterly Tea Stock Survey, Department of Commerce (Calendar Year)

BLACK vs. GREEN TEA

(SHARE OF U. S. IMPORTS)



SOURCE: Federal Security Agency, Food & Drug Administration, Food Year July 1953

Tea in the U. S. A.

By ANTHONY HYDE, Executive Director
Tea Council of the U.S.A.

Here are highlights from one of the most significant tea convention reports in many years. It takes the industry out of the day-to-day woods for a much-needed look at the forest. It summarizes the progress the industry has made to date, and indicates how far tea can go in the next five years.

At the Greenbrier, Mr. Hyde wound up his talk with a presentation of the new television spots for hot tea. The convention was enthusiastic about them.

Americans will drink more cups of tea in 1953 than at any other time in our history. A long-term downward trend in tea consumption has been dramatically reversed—and there is every reason to believe that this is the beginning of a permanent upward surge of tea consumption in the U.S.A.

Here's what has been happening to tea for the past 150 years. Per capita consumption went up steadily during most of the 1800's, until it reached a high of 2-1/4 pounds for everybody in the U.S.A. of 15 years or over. It remained at a high level until around the turn of the century and then started down.

You may be curious to know what caused the periodic sharp dips in imports. It was the physical interruptions of the flow of tea to this country caused by wars and trade embargoes. There is a consistent pattern of a peak in tea imports just prior to the outbreak of hostilities, a sharp drop thereafter.

In the 20th Century, the losses caused by war were never automatically recovered, as they seem to have been earlier. Presumably, this is because of the increased competition from coffee and other beverages. For instance, after World War I, the consumption of tea seemed to

have dropped to a new and lower level. We see the same type of drastic drop in World War II, and for several years after World War II.

But you can see the down-trend was stopped and per capita consumption has started back up and has continued to go up ever since.

It began to rise in 1949, after the industrywide effort had been reawakened. If we look at the poundage figures, the picture looks even better, because not only are Americans drinking more tea per person, but there are also more Americans to do so.

The rise in pounds has been steady and quite steep since 1948. Perhaps it's surprising that the increase in per capita consumption started even before our advertising campaign did. First gains came from the restaurant field.

This first increase in tea consumption in the restaurant market probably was largely the result of the successful iced tea campaign. It started in 1949, two years before our advertising, and has continued so that the out-of-home market has grown from 18 to 24 per cent.

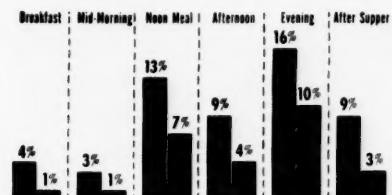
By 1952, after advertising began, consumption in the home has showed a significant rise.

Even though we have been making marked headway in the out-of-home market for five years, we could not be sure that long-time per capita trend of tea consumption was really going up until the much larger home market gave signs of moving. Now, for the second year in succession, grocery store sales show a sharp upswing.

To come this far, this fast with a commodity that was losing ground so steadily is already being pointed to by other industries as one of the classic success stories of our time—one of the few really clearcut examples where an industry has scored a major reversal without the help

• A Tea Convention "Highlight" Report

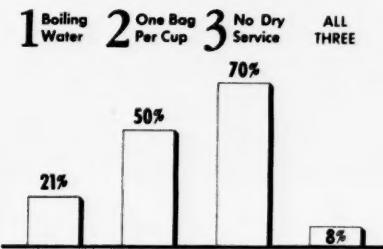
WHEN PEOPLE EAT OUT



They Drink Tea Half as Often

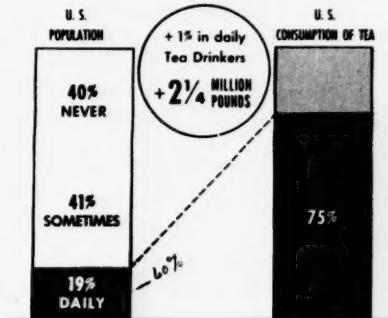
SOURCE: Time-Roper Water Beverage Drinking Habits Study, 1948.

RESTAURANTS HAVE



SOURCE: Tea Council Restaurant Survey, 1952-3.

Importance of DAILY TEA DRINKER



SOURCE: Time-Roper Water Beverage Drinking Habits Study, 1948.

of outside factors. Remember, the product hasn't changed; our distribution has not changed; the retail price has not been reduced.

Coffee prices have risen, but coffee consumption is going up about as fast as tea, so it is doubtful—in the home market at least—that coffee price increases have helped us much.

If we have increased our annual consumption of tea 15 million pounds in the past five years—as we have—it is the people of the tea trade who must get the credit. And we all certainly recognize the major part the producing countries play in our partnership. We take great satisfaction, therefore, that this effort is helping our friends in India, Ceylon and Indonesia to increase the flow of dollars to their countries.

It is a remarkable fact that the producers of black tea, who have been putting money into this market over a period of years, have succeeded in capturing almost the entire U.S. market. In 1910, black tea had only 30 per cent. It now has 97 per cent. The disappearance of green tea illustrates the dynamic nature of the market in this country. No matter how strong a position a product may have, there is always another product that may take away its market. Today the food and beverage market is more dynamic—in the case of beverage perhaps I should say

"more fluid"—than it has ever been before. Our success so far is based on an understanding of what forces move this American market and a clear picture of what we have to sell and what our customers want to buy.

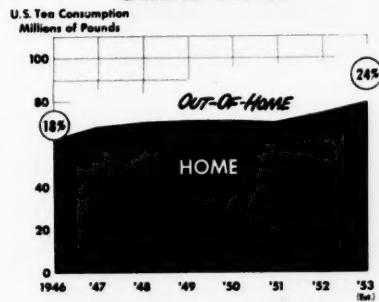
To begin with, it is important to remember that we have *two* products to sell—hot tea and iced tea. They are drunk for very different reasons and they must be sold in very different ways. We estimate that 65 per cent of the poundage is consumed as hot tea and 35 per cent as iced tea.

We are selling these two products in two markets—to the home through grocery stores; to people out of the home through all types of eating places. The home market is three times the size of the out-of-home market.

The out-of-home market is, in reality, not a single market, but a series of sub-markets. Each of these sub-markets has its own problems and opportunities in merchandising tea; each, therefore, requires a specially directed effort on our part. For instance, the problem of a hotel serving a ten-ounce pot of tea at 25 cents is significantly different from the problem of a large cafeteria selling a cup of tea for five cents, and its certainly different from the problem which the Armed Services face. Nevertheless—in spite of these differences—we can state our objective in every part of the

(Continued on page 28)

OUT-OF-HOME MARKET GREW FIRST



Source: Tea Council Quarterly Tea Stock Survey (Calendar Year).

A. C. Nielsen Tea Consumer Sales (adjusted) (Dec. 1 through Nov. 30).

THE OUT-OF-HOME MARKET 1952

| | LBS. BILLIONS |
|---------------------------------|------------------|
| Restaurants and Cafeterias | 14.1 |
| Hotels | 1.2 |
| Industrial Fooding | .8 |
| Railroads, Steamships, Airlines | .4 |
| Clubs, Camps and Colleges | 2.5 |
| Hospitals | 2.8 |
| Prisons and Institutions | .2 |
| Armed Services | 2.2 |

SOURCES: Tea Council, Ahrens Publishing Co.

THE OUT-OF-HOME MARKET POTENTIAL

| | Present | Potential Increase |
|---------------------------------|---------|--------------------|
| Restaurants and Cafeterias | 14.1 | 10.7 |
| Hotels | 1.2 | 1.3 |
| Industrial Fooding | .8 | .3 |
| Railroads, Steamships, Airlines | .4 | .3 |
| Clubs, Camps and Colleges | 2.5 | 1.9 |
| Hospitals | 2.8 | 2.9 |
| Prisons and Institutions | .2 | .2 |
| Armed Services | 2.2 | 2.2 |

Source: Tea Council, Ahrens Publishing Co.

+14
million lbs.

Importers
to the Tea Trade
since 1846

Carter, Macy Company, Inc.
37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

• A Tea Convention "Highlight" Report



The restaurant symposium in action at the convention. From left: moderator Andrew Crotty, Milton C. Smith, H. A. Montague, E. L. Lommasson, A. B. Dreissiger, Walter M. Buggy. They asked for bulk tea service.

restaurant men: "Bulk brewing is answer"

Bulk brewing will open the doors wide to a real increase in tea consumption in America's restaurants.

In a hard-hitting symposium, six restaurant leaders told the eighth annual convention of the Tea Association that tea sales were hobbled as long as brewing methods remained as troublesome to restaurant personnel as they were now.

Andrew J. Crotty, Jr., president of Crotty Bros., Inc., and past president of the National Restaurant Association, led off with a straight-from-the-shoulder statement of obstacles to hot tea service in restaurants.

These obstacles, which include a reluctance by personnel in the restaurants to handle tea, must be frankly recognized by the tea industry, he indicated, and the solution approached with boldness.

The solution is known, he told the symposium. It's bulk brewing.

He revealed that one experiment he personally observed in a leading restaurant with a pilot model of a quantity urn for brewing hot tea had succeeded in boosting tea consumption enormously.

Urn tea met the two key problems, he said. It eliminated the fussing by restaurant personnel required by cup service. It controlled the quality of the brew, making upgrading in quality simple.

Walter M. Buggy, manager of the U. S. Naval Aviation Supply Depot Cafeteria, in Philadelphia, agreed that the tea industry should cooperate on tea brewed the urn way to make its product more pleasing to restaurant customers.

Mr. Buggy declared that last fall he started an urn-brewed tea project, in cooperation with the Tea Council.

"To make certain that every customer at least tasted tea prepared the urn tea method, we withdrew the individual tea bag for a two-week period," he said. "Some of our customers first thought the brew too strong at a ratio of five one ounce tea bags to three gallons of boiling water. In order to satisfy our average customer, we are now brewing four one ounce tea bags to three gallons of water."

"Our girls making urn tea all have detailed instructions, as our basis consists of boiling hot water with the infuser left in the urns four minutes. We feel after a period of five minutes a slight bitter taste will result."

Since starting urn brewed tea, the portable tea urns have paid for themselves several times over. Mr. Buggy said.

"Our present ratio of urn tea to the individual tea bag is

91 to 96 per cent," he explained. "We make no attempt to influence our customers and we feel that with the high percentage the customer has expressed his view in the matter."

The customers like urn tea for two major reasons, he thought. They are getting a more flavorful and hotter cup of tea, and they do not have to worry about spilling tea on their clothes, as when they remove the individual tea bag from the cup.

"We ourselves like urn tea because of its speed and ease of handling, faster service to our customers, increased profits, and above all, the hotter, better tea-flavored cup of tea for our customers," Mr. Buggy stressed.

E. L. Lommasson, manager of the U.S. Department of Agriculture Cafeterias, reported on the use of hot tea urns in a line serving between 700 and 800 people a day for lunch.

Two tea urns furnished by the Tea Council were used, one placed beside the coffee urn, to be replaced by the other when empty. Tea was originally dispensed in this unit by placing a tea bag in a cup and filling with boiling water.

"Some people, of course, refuse to accept a change, and for those we had tea bags in reserve," Mr. Lommasson said. "At first a number of people thought the tea looked too strong, so we added hot water to keep them happy. Now very few request that the tea be diluted, and requests for tea-bag service is now practically non-existent."

Before the urn service was installed, tea represented 12.9 out of every 100 servings of tea, coffee or milk, he reported. After, tea accounted for 21.2 servings, a gain of 64 per cent.

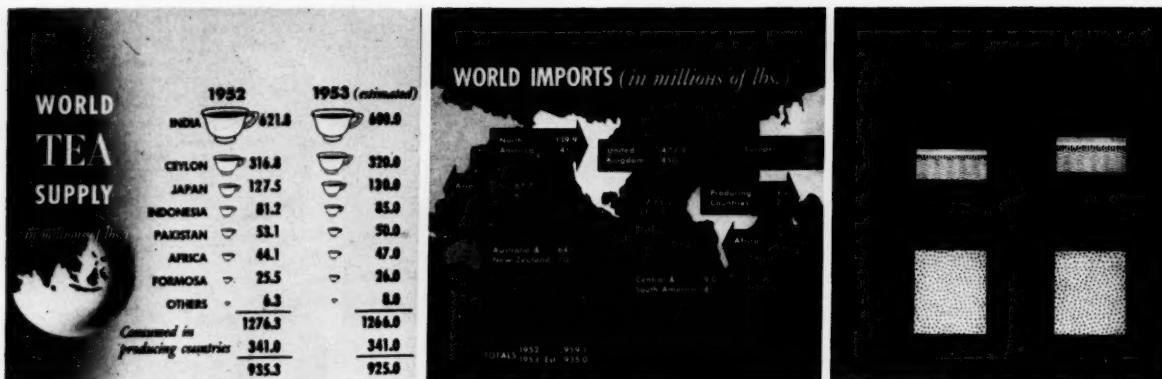
"These results encouraged us to apply the same experiment to our snack bar in the afternoon, where we serve 700 to 900 people from 2:30 to 4:30 p.m.," he said. "Here hot tea urn service increased tea sales from 10 to 25 per hundred customers served."

He added that during July and August when iced tea is so popular, they tried to discontinue hot tea urn service, but their patrons frowned on the tea bags and they were obliged to continue the urn service.

"The tea trade, of course, is interested in what all this means to it," Mr. Lommasson said. "The monthly increase in tea purchases in poundage was 8.5 pounds or 100 per cent,

(Continued on page 30)

• A Tea Convention "Highlight" Report



world tea supply prospects

Increase your tea sales and the producers will supply all the additional tea you require, in spite of limits on production which came into being after last December's crisis.

This assurance to America's tea industry was offered by representatives of the tea growing countries at the panel on "World Tea Supply Prospects" at the eighth annual convention of the Tea Association of the U. S. A.

The panel was chaired by Robert Compton, of Birmingham & Co., who filled in the discussion background with overall facts on world tea supply, exports, imports and demand.

A firsthand picture of the situation in Ceylon was presented by Cyril R. Brocklehurst, of Mackwoods, Ltd. Developments in Indonesia were covered by Th. a Van der Laan, senior managing director of the H.V.A. Co. The South India situation was reviewed by C. M. Kothari, partner in Kothari & Sons. North India developments were summarized by S. H. Davies, chairman of the India Tea Association.

The world tea supply in 1953 will be only 10,000,000 pounds less than last year, Mr. Compton told the session. India will have an estimated drop of about 21,000,000 pounds, but other countries will be producing slightly more than in 1952, he indicated.

Mr. Compton pointed out that internal consumption in the producing countries is estimated at 341,000,000 pounds, more than one-quarter of the world's supply.

"Actual imports of tea into the United States in 1952 were 94,000,000 pounds," Mr. Compton declared. "The estimate for 1953 is 101,000,000 pounds, or an increase of 7,000,000. This is probably a conservative figure."

"Of this quantity, Ceylon is still our largest supplier, but not by much, and the three countries—India, Ceylon and Indonesia—which are helping to increase our consumption here, account for 90 to 95 per cent of our total imports."

Mr. Davies, recently named by the government of India to be a director of the Tea Council of the U. S. A., told the convention that for the tea producers in Northern India, 1952 was a disastrous year, because the supply of tea had outstripped demand to such an extent that there

was a catastrophic fall in market prices. Overproduction during 1950 and 1951 was responsible, he indicated.

"About the middle of 1952, producers in the North of India had not only realized the danger of overproduction, but they had already begun individually to concentrate more on producing a smaller crop of better tea," Mr. Davies said. "The final month of the year saw prospects for the producer at their blackest. Prices had fallen to such an extent that on many estates in the North of India the cost of production exceeded the sale price in that December by from what amounts to five to 20 cents per pound—a black outlook, indeed, for a country which produces some 600,000,000 pounds of tea in a year."

"It was during that December that a scheme was born to regulate production according to requirements. Producers in the North got together and decided their salvation lay in regulating crops according to world requirements and in paying far greater attention in the future to international figures of production and consumption, exports from the producing countries, and imports into the consuming countries."

Mr. Davies reported that it was decided to be conservative and limit the supply of tea to be produced during 1953 in the North of India to 468,000,000 pounds. Since 510,000,000 pounds of tea were produced in the North during 1952, it was determined that there should be a drop in production of 42,000,000 pounds.

"It was fully appreciated, however, that tea should always be made readily available to the consuming countries," Mr. Davies emphasized. "To place tea in short supply would have been a short-sighted policy and would have made our markets shrink, and this we were resolved should not occur."

"Since we first introduced the regulation scheme we have reviewed from time to time the figures of world production and consumption, and as a result of what to use was an improving position, we have already increased the crop in North India for 1953 to 495,000,000 pounds—some 27,000,000 pounds more than the original figure."

This means that the crop from the whole of India is likely to be 605,000,000 pounds, Mr. Davies added. He

• A Tea Convention "Highlight" Report

explained that a further, careful and probably final review of the crop position would likely take place early in October, and if the demand for tea by consuming countries justified it, more tea would be released from the North of India.

"We can raise the quantity of tea we produce, and young tea areas are continually coming into production," Mr. Davies said. "We shall not rest content on the present quality of our produce, and shall endeavor to raise the standard still higher."

"I have endeavored to give you a brief survey of the crop position so that those in the tea trade here may be able to take a view of the future. What we want is to maintain a reasonably steady price for our teas, and this is in the interest of those who hold stocks in this country."

Mr. Davies concluded with this message: "Increase your sales and we will supply the additional tea you require."

Mr. Kothari, who has also been named by India to the Tea Council's board of directors, reminded the convention that India produces more than 50 per cent of the world's tea supply.

"This year we expect about 608,000,000 pounds against 620,000,000 pounds in 1952," he declared. "This is because in 1952, due to larger production and lesser demand, the recession in price was serious. Many of us did not obtain even the freight and insurance charges, let aside the cost of production. It was a very trying and testing time. We voluntarily cut down our production. This is one way of stopping losses. The correction came in a few months. The market revived, steadiness followed."

Mr. Kothari said that in spite of the anticipated shortage of 10,000,000 pounds, the position would ultimately be corrected. "Like you, we as producers or planters do not like heavy curves or ups and downs in prices," he explained. "We are intimately aware of the results of such unsteadiness in price. If prices go up, we immediately take shorter rounds of plucking and put into production 'rested areas.' The supply thus is increased. If the market goes down, we correct the position by resting some of the areas, or by curtailing plucking and thereby reducing the production. These brakes are applied imme-

dately to correct the price. Hence I say that, like you, we, the planters, also like steady prices."

"By steadiness, I mean, the present level of price. Anything below the present level will not pay to raise the tea. Consequently, if the market recedes from the present line, take it from me that the correction will come out immediately. And this is possible because of the unity and harmony among the different associations of planters."

"It is a narrow fluctuation in price structure that counts. It is in your interest because you are assured of continuous and adequate flow of supply. It is in the interest of planters because he can look forward to some profit."

Another brake on overproduction, Mr. Kothari pointed out, is increasing internal consumption of tea in India. During the last 25 years, tea consumption in India has gone up from 20,000,000 pounds to 180,000,000 pounds. With a population of 360,000,000 persons, the per capita annual consumption is just about one-half pound of tea.

"Moreover, with our first five year plan, it is expected that there will be increase in national income of seven to ten per cent—which also is a great handle for increased purchasing capacity, which means more consumption of tea."

Mr. Brocklehurst told the session that overall tea production in Ceylon will increase if there are no serious labor troubles, with the increase coming entirely from the larger estates.

"Yields between 1946 and 1949 were fairly well maintained by heavy fertilizing, and since protection against blight was undertaken, the trend has been for yields to go up," he explained. "The comparatively low over-all yield of 554 pounds per acre for April, 1952, to March, 1953, against 580 pounds the previous year, was brought about by the very small estates, which averaged yields of possibly a maximum of 200 pounds per acre. Over these areas, where the tea does not always receive the same care, blight is doing inestimable damage, and the yields must be expected to become smaller. The total acreage in this category is approximately one-fifth of Ceylon's 572,000 acres under tea."

Mr. Brocklehurst said that opening new lands can only be done under license, and owing to very high costs, only 1,667 acres were opened last year, so that no appreciable additional quantity of tea can be expected on this account.

Internal Ceylon consumption has remained at about 14,000,000 to 15,000,000 pounds for some years, and there is no indication of it increasing, he added, commenting that this is a much higher per capita consumption than in some other producing countries.

Mr. Van der Laan declared that the present acreage and productive capacity of tea in Indonesia should enable that country to export between 150,000,000 and 200,000,000 pounds of tea.

"Why is it that postwar export figures have fallen so much behind this figure?" Mr. Van der Laan asked. He said the exports were 61,000,000 pounds in 1950, 88,000,000 in 1951, and 70,000,000 in 1952—with the 1953 exports to date even lower than in 1952.

Mr. Van der Laan offered these reasons:

(Continued on page 31)



What's the outlook for world tea supplies? Four of the five-man symposium which gave up-to-date answers to the tea convention. From left: S. H. Davies, chairman Robert Compton, Cyril R. Brocklehurst and C. M. Kothari. Th. a Van der Laan also took part.

HOT TEA hits

New TV CAMPAIGN (biggest

**HOT TEA SPOTS LIKE THIS ARE TAKING
OVER TV SETS FROM 12 TO 18 TIMES A WEEK**



If you're tied in knots . . .



. . . by the daily grind



Better switch to tea



See yourself unwind!



What a pickup!



Take Tea and See!

TV JACKPOT!

**in tea history) starts hot tea
sales rolling in 12 big markets**

**MORE FUN,
MORE SPOTS,
AND—ABOVE ALL—
MORE SELL!**

You're getting the most successful campaign ever run for hot tea. That's the famous "Take Tea and SEE" campaign that was run last year in major markets. Tea sales took a spectacular jump—the highest in history.

This year's promotion is going to be even bigger and better than ever. A new series of TV spots will take over TV from October 26 right on through the hot tea season.

As many as 18 spots a week will be shown to TV families in New York, Chicago, Philadelphia, Los Angeles, Detroit, Boston, Baltimore, Washington, Cleveland, Providence, San Francisco, and Pittsburgh.

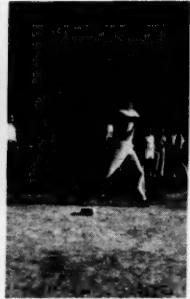
HITCH YOUR BRAND TO THIS BIG "TAKE TEA AND SEE" CAMPAIGN

Get behind Tea as never before and see how you come out ahead in sales.

tea council

500 Fifth Avenue New York 36, New York

• A Tea Convention "Highlight" Report



In the annual softball match at the tea convention, the North (far left) vanquished the South (far right) 9-6. In the picture of the winning team are (from left) Marvin Hirschhorn, George Witt, Benjamin Kingoff, A. L. Porter, A. R. Perrin, Joe Diziki, C. R. Brocklehurst, Hayes G. Shimp, Jr., and Robert Weiskopf. The Southern line-up included (from left) Samuel Winokur, Carl Seeman,

Jr., C. William Felton, Hans Zeisel, W. B. Smith, D. L. Peterson, H. C. Lear, Allan McKissock, Jr., Thomas Shea, and W. H. Preis. Individuals in action, if you can call it that, are (from left) Joe Diziki, catcher; Angus McAdam, Sr., hiking to first, while Dominic Vaskas makes like a base umpire; Don Peterson reaching for a high one; Bill Smith at bat.

tea in the U.S.A.

(Continued from page 21)

out-of-home market in only five words:

"TO MAKE GOOD TEA AVAILABLE"

We used to think that more people didn't drink hot tea in restaurants because they didn't *like tea*—and that it would take a consumer advertising campaign to increase restaurant tea consumption. Then in 1948 Roper made a nationwide survey of people's winter beverage habits and from this we learned some surprising things.

On an average day, of all the people who took a beverage at home, here are the number who took tea: At breakfast 4 per cent; mid-morning 3 per cent; lunch 13 per cent; mid-afternoon 9 per cent; dinner 16 per cent; after dinner 9 per cent.

But when people eat out of home, see how the percentage drops—*out-of-home they drink tea less than half as frequently*.

It wasn't so much they they didn't like tea as that they didn't like *restaurant tea*—good tea wasn't *available*, so half the time they took something else or perhaps didn't take anything.

There's no mystery about what makes good tea. Good

tea needs three things: boiling water—enough tea—proper brewing.

There are many restaurants which serve good tea and they do a good tea business. But they aren't typical. They weren't in 1948 and I'm sorry to say as far as *hot tea* is concerned, they aren't today.

Here is the box score based on a very careful nation-wide survey of restaurants of all kinds and sizes: Six out of ten of the restaurants said that they had boiling water available for tea, but when we took a thermometer and went to the urn and measured it, we found that there were only 21 per cent that actually did have boiling water at the time we measured. The waterboilers in most restaurants were designed to produce large amounts of boiling water for restaurants at a particular time to make coffee. During the recovery period they don't have boiling water for tea.

Only 50 per cent of restaurants use enough tea—one bag per cup or 200 cups to the pound. This is because the pot-sized bag—although increasing in popularity—is not yet used in most cases and because the light-weight tea bag is still used in some cases.

So far as dry service is concerned, only 30 per cent of the restaurants still persist in dry service, so that 70 per cent are doing that part of the job the way it should be done—the way that their customers do it at home. The significant question is: How many restaurants do all three of the things necessary to serve good tea? Only 8 per cent. Here's striking documentation of why Americans drink tea less than half as frequently when they eat out.

But even this doesn't reveal the full extent of the disadvantage tea faces out-of-home. Availability of good tea is not just a matter of physically being able to make good tea. If the waiter or service personnel doesn't want to serve tea because "it's too much trouble"; if the public is consistently asked, "Will you have your coffee now or later", tea is hardly in the fullest sense available to the customer.

The fact is most waiters and waitresses and the kitchen help would just rather not be bothered with tea. Why should they?

There's still tremendous potential in this out-of-home market.

If people will drink only as much tea when they eat out as they do at home, and if the present yearly increase in consumption of iced tea out of the home continues, as

Softball a la Porter

Something new in softball playing technique was added by A. Leslie Porter, of the T. H. Estabrook Co. of Canada, during the match between the "North" and the "South" at the eighth annual convention of the Tea Association of the U.S.A.

Mr. Porter caught a high ball in right field by sticking out his chest and using it for a backstop.

Don Peterson, of the Wm. S. Scull Co., did some fancy playing too, but more in line with tradition. He was holding down the catcher's spot when he made a reach for a pop foul, snagged it, and wound up stretched out on the ground.

For the rest of the convention he was limping on a sprained ankle.

• A Tea Convention "Highlight" Report

we have every reason to expect that it should, we could sell another 14,000,000 pounds of tea to the restaurant field. And the increase could come within five years if we could only solve the problem of availability.

Bear in mind that in the years 1946, 1947, 1948—five years ago—the average sale of tea to the out-of-home market was around 15,000,000 pounds, where it is now running around 24,000,000 or 25,000,000 pounds a year.

But the importance to all of us in the tea industry of the out-of-home market is far greater than the 14,000,000 pounds potential increase indicates. There is nothing that will put tea in the minds of the American people so fast as seeing other people drinking it. There are 70,000,000 meals served out of the home every day. The visibility of hot tea on the table when these million of Americans are eating out can be one of the greatest factors in promoting the sale of tea in the home.

And this brings me to the most important part of our industry effort—the campaign to increase tea drinking in the home. Here we have no problem of availability. Tea is well displayed in every grocery store in the country. It is on 86 per cent of all pantry shelves. The problem is to get tea off the pantry shelf and into the tea pot.

In the home market we have a double objective: First, to educate people to use one bag per cup. Second, to develop more daily tea drinkers.

These have been chosen as our major objectives because we know that if we succeed in them it will be the quickest and surest way to build tea consumption and tea sales in this country.

In 1948 the Roper Survey showed that about 40 per cent of the tea drinkers made tea with one spoon of tea or one bag per cup—so that the population as a whole was getting 275 cups per pound instead of 200 cups. Forty per cent were using enough tea, but 60 per cent were shortchanging themselves. And look what it does to us.

At 275 cups per pound, we use, 50,000,000 pounds of tea a year for hot tea. At 200 cups to the pound we should use 69,000,000 pounds, or 19,000,000 pounds more.

It is a significant thing that in New England, where per capita tea consumption is double what it is for the rest of the country, the percentage of people who use enough tea is nearly half again as great as for the rest of the country. And of even greater significance is the fact that there are

twice the number of habitual daily tea drinkers in New England as there are in the rest of the country. In other words, people in New England not only use more tea per cup in making their tea, but very evidently they like what they make and, therefore, they tend to drink it oftener.

It is also interesting to note that a higher percentage of people use tea bags in New England than anywhere else in the country—two thirds. This definitely shows that it's not tea bags that is hurting the sale of tea in the U. S. A. It's merely the fact that we haven't yet educated enough people to use one bag per cup.

Our second major objective is to create more daily tea drinkers. Forty per cent of the people never drink hot tea, 41 per cent drink it sometimes and 19 per cent drink it every day as a matter of habit. This 19 per cent uses 75 per cent of the tea. They are the real tea drinkers. For every one per cent we add to this group of daily tea drinkers, we get 2,250,000 pounds more tea consumed annually.

But there is another compelling reason why we think our major job is to develop the habitual daily tea drinker. There is a definite psychological difference between the habitual tea drinker and the man who "drinks-tea-when"—when his mother-in-law comes to dinner, when he has a stomach ache, when he feels a cold coming on, when he eats at a chop-suey joint. We know that whereas people choose or plan their dinner menus weighing each item, they normally take their beverage as a matter of habit. Over and over people told us that they liked tea but they just never thought of it—they just drank something else out of habit. Therefore, our basic job, as we have seen it, is to interrupt people and make them think about tea and then to give them good reasons why they should become habitual tea drinkers.

Perhaps I can summarize what I have said today in simple terms with these four points:

1. The tea producers and the U.S. tea trade, working-together, have stopped the down-trend in tea consumption and started it back up.

2. There is a tremendous potential for growth if we continue to do the things that have to be done.

3. In the out-of-home market our single objective is to see that good tea is available.



Only slightly hampered by Greenbrier notions of proper dress and party hours, tea conventioners relaxed into spirit of the West Virginia Hillbilly Night. In the center are Mr. and Mrs. Edgar Ball-

shaw, among the costume prize winners. At the right are other costume winners. Harvest Moon Ball the next night was drastic—and, by that time, needed—change of pace.

• A Tea Convention "Highlight" Report

4. In the home market our double objective is:

- (a) to educate people to use one bag per cup, and
- (b) to develop more people who drink tea *daily* as a matter of *habit*.

There is a significant difference in the jobs we face in the out-of-home and the home markets. In restaurants, if good tea is made available, consumption will double if people only follow their present home-developed habits. This job of making tea available in restaurants is presently a merchandising job rather than an advertising job. We could do this job if necessary—and did for several years—without consumer advertising, although advertising makes it much easier. Advertising alone, however, could not gain us our objective.

In the home it's different. The tea is available. Something has to *move* people to *do* something *with* the tea. Something has to be made to happen inside their heads. This is a job which cannot be done without consumer advertising and consumer publicity. These are the two weapons which, in this country, can influence people faster and cheaper than any others—provided the product is available.

Faster and cheaper are, of course, relative terms. If the money which the Tea Council spends for its advertising campaign were the only funds that were being spent to promote tea, it would certainly take a long, long time to do the job. But we must not forget that for every dollar that the Tea Council spends in this job, the industry spends at least nine or ten additional dollars for advertising and promotion. The combined voice of the brand packer and the retail grocer is many times more powerful than that of the Tea Council.

The real strength of our industry today stems from the fact that we have learned how to work together. Only the combined efforts of all of us—producer, importer, packer, grocer and restaurateur would have been powerful enough to stop the toboggan ride that tea was on and start us back up. And now that we've started back up, I don't think we're ever going to start down again.

In the next five years, I believe it is within our power to increase our consumption another 50 million pounds a year!

Tea Council makes grant for bulk tea brewing to restaurant group

An offer of a grant has been made to the National Restaurant Association by the Tea Council, Inc., for research in the field of bulk tea production.

The initial grant has been made to cover the cost of study by NRA's Research Committee on the problems involved in developing the equipment needed to produce bulk quantities of tea.

In addition to the members of the Research Committee who will give their time to the study, the Tea Council will assign whatever staff aid is necessary for it.

After the equipment has been developed, the problem of educating restaurateurs and industrial feeders to its proper use will be called into play by both the NRA and the Tea Council, it was reported.

"Unbeatable combination for tea success"

"To my way of thinking, you have an unbeatable combination of factors, making for success.

"In the first place, you are taking the initiative—in cooperating together, in pooling your common resources, your know-how, to increase tea consumption. What a single firm could not do, what a single exporting foreign country could not do, you are achieving together. You have a tremendous market before you—a tremendous area for increased consumption—to bring it up to foreign levels.

"In the second place, you are tapping the vast resource of modern American techniques—modern advertising, public relations, packaging and merchandising, and retailing in your program."

Senator Alexander Wiley, chairman of the Senate Foreign Relations Committee, at the eighth annual convention of the Tea Association of the U.S.A.

"Bulk brewing is answer"

(Continued from page 23)

and in dollars the increase was \$8.53 or 65 per cent. Our estimated increase in gross profit from tea sales was \$53.14, and our customers benefited \$21.05 per month as the result of the shift from other beverages to tea.

"The cafeteria supervisory staff, as well as myself, are sold on the hot tea urn, because it offers a better cup of tea with faster service, and we intend to expand it throughout our facilities."

Henry M. Montague, president of the Fred B. Prophet Co., said that the introduction of prebrewed tea to the industrial food service branch of the restaurant industry brought some startling disclosures, at least to his company.

The usual service of hot tea on a high speed food line proved to be more or less of a nuisance and was never pushed or exploited, he explained. The only time that tea was actually promoted, advertised and pushed was during the iced tea season, when the tea could be prebrewed and displayed in the iced section of the counter.

Mr. Montague said the demonstrations sponsored by the Tea Council immediately convinced his organization that:

1. Prebrewed tea in an urn, placed on the counter where a customer could serve himself, tremendously increased the sale of tea.

2. Service was simplified, inasmuch as there was no need to have special cups prepared beforehand, with tea bags or pots of boiling water available.

3. A greatly improved product was served to the customer, while at the same time the cost of each service was reduced.

"We had no hope or expectation whatsoever that workers out in the shop would buy any great amount of tea from the food wagons," Mr. Montague disclosed. "We found this to be true in the case of breakfast runs, where coffee still remained predominant. But in the afternoon, a considerable number of our customers bought tea. The pleasant part of this, to us, was the fact that they were buying it in lieu of milk and soda, which have become very high cost

• A Tea Convention "Highlight" Report

items and which in many cases pose problems of bottle disposal.

"A second surprise came when we compared the results of one factory against the other. In the Nash Kelvinator unit, where many women are employed, an increase of 97 per cent in tea consumption, when properly displayed and served, raised only a few eyebrows. But when heavy industry like Budd Wheel, with a predominantly male employment, both white and colored, of a classification we might call laboring men, showed an increase from 2 1/2 cup per 100 employees to 18 cups per 100 employees, we decided there was really something to urn brewed tea."

Mr. Montague stressed that urn brewed tea definitely gives the customer something he wants and prefers, rather than forcing him to buy a drink that he only takes because the tea he would prefer to have is not available.

"Speaking selfishly, we also realize that the material cost of serving a cup of tea means greater profits than that of serving almost any other beverage," he added.

A.B. Dreissiger, vice president of Factory Stores, credited the tea industry for advertising and point-of-sale merchandizing aids which helped boost his firm's sales of iced tea.

"To offset summer doldrums, we began several years ago to promote iced tea and non-carbonated fruit drinks made from concentrated syrups," he reported. "The result of this promotion has been to overcome high summer food costs so successfully that they are as good, or better than, winter costs. Iced tea deserves a particularly large share of the credit because in many of our units it has come from zero sales to the position of a leading seller."

World tea supply prospects

(Continued from page 25)

1. Part of the area is situated in very unsafe country, which makes it impossible to operate there.

2. Part of the area is still in the hands of squatters for growing foodstuffs. It is very questionable that the tea stumps on this soil, even if it were possible to re-occupy the area, could be rehabilitated into productive tea gardens.

3. Several tea estates had to close down on account of the low tea prices of last year.

4. Blister blight is playing havoc with production, especially in the small gardens.

5. Also affecting tea production is the labor situation. Producing tea involves a lot of manual labor. Not only has the cost of labor gone up tremendously, not only is labor efficiency still below prewar, but on top of that are difficulties unknown before the war, such as strikes, slow-down actions, etc. Whether this situation will improve in the future is difficult to say, and depends largely on the internal political situation and union management.

Rationalization of tea-production by labor-saving devices is only possible on a very limited scale as long as buyers stick to present quality and specifications. This makes tea production, at present, a very costly affair and hampers rehabilitation of present plantings and expansion by new ones.



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Ernest A. Shalders



N. F. H. Fleming

Shalders retires as Lipton manager of tea buying; Fleming named to post

Ernest A. Shalders, manager of tea buying and blending for Thomas J. Lipton, Inc., for nearly 30 years, is returning to England to enter a period of "semi-retirement."

Although retiring from Lipton in the United States, Mr. Shalders will continue as market consultant to Lipton management here. He will be attached to the buying offices of Lipton (Overseas) Limited.

Mr. Shalders will be succeeded by N.F.H. Fleming, well known in the trade for his tea tasting and blending abilities. Mr. Fleming, who joined Lipton in Hoboken in 1946 was manager of Lipton's newest plant, in Galveston, Texas, from its opening in March, 1951, until the spring of this year, when he returned to Hoboken.

A native of England, Mr. Fleming started out with Lipton, Ltd., in London in 1936. Later he was attached to the

Lipton organization in Calcutta. After five and a half years with the Royal Indian Navy during the war, he returned to Lipton in London before joining Lipton in the United States.

Mr. Shalders' tea career began at Whittaker Thurgood and Co., where he started as an apprentice in 1908. In 1911 he joined Twinning and Co. in London as assistant tea buyer and blender.

The first world war interrupted his career. He served with the British Army between 1914 and 1918.

He is one of the few individuals connected with Lipton who had direct dealing with Sir Thomas Lipton. He was interviewed and approved for his appointment in the United States by the founder of the company.

In 1948 he made a tour of the tea world, during which he attended auctions and visited tea estates in India and Ceylon where he discussed current problems with tea planters.

Tribute is paid to Mr. Shalders by his successor, Mr. Fleming, in an article which will appear in the Winter issue of Lipton Magazine: "It would be impossible to assess his influence for good sound trade practices, which his presence in the business for all these years has had."

50,000,000 pounds more in 5 years

(Continued from page 19)

on television stations across the country. They included demonstration kits, a three-minute film, tea as props in leading programs—and "Operation Hutch", the campaign which followed the statement made by Charles F. Hutchinson, retired U. S. Supervising Tea Examiner, that "American

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• A Tea Convention "Highlight" Report

women didn't know how to boil water."

Mr. Rosen presented a TV film made in cooperation with the National Restaurant Association and centering on William C. Wheeler, president of the National Restaurant Association.

After his report, Mr. Rosen unveiled an astonishing display, occupying one entire wall of the Greenbrier auditorium, of 6,000 newspaper and magazine stories on iced tea published this past summer.

"Tomorrow's Asia"

At an economic roundtable discussion on "Tommorrow's Asia", Robert B. Smallwood, chairman of the Tea Council of the U. S. A., Inc., said that Americans are turning more of their attention to Asia.

"More and more we are beginning to realize that what happens to the people of Asia—and 65 per cent of the world's population lives there—directly influences what happens to the United States," he declared.

India's ambassador to the United States, G. L. Mehta, told the convention that if his country's present and subsequent Five Year Plans succeed, the next 20 years should see a marked improvement in the strength of the Indian economy and in the standard of living of the average Indian.

"Over the course of years, we anticipate a steady improvement in the yield per acre, by means of more fertilizers and water, better seeds and cultivation methods," he said. Scientific agriculture, in other words, will have become a fact instead of an aspiration. There is no doubt that if the first two years of the Plan are any indication, the progress of agriculture will be such as to ensure not only self-sufficiency but a fair measure of exports of agricultural products."

India's current economic development and her plans for the future do not in any sense mean that her trade contacts with the rest of the world and particularly with her neighbors in Asia will be diminished," Mr. Mehta stressed. It has been common experience that as countries are industrialized, their foreign trade tends to expand although it may be that the character of the trade might change. Even when development is advanced, the higher national income will be expressed in a greater demand for foreign commodities—raw materials for industry, advanced forms of capital goods, and a host of consumers' products whose market in India is at present virtually untouched. We may also expect

an extension in trade in those commodities of which India is traditionally an important supplier, along with the development of her export industries and a diversification of her export trade in general."

H. S. Amerasinghe, counsellor of the embassy of Ceylon, filled in for Ambassador Claude Corea, who was ill and unable to be at the convention.

"The economy of Ceylon is supported on three main props, the tea, rubber and coconut industries," Mr. Amerasinghe pointed out. "These props have to carry a heavy burden of imports, the bulk of which comprises food. To remove the weakness in her economy, a six year plan of development was adopted in 1947-48 with the first budget of independent Ceylon. Its features were a program of industrialization designed to give some measure of diversity to the economy and increased food production which would reduce the need for food imports, thereby releasing foreign exchange for the urgent tasks of development."

The first manifestation of the West's resolve to extend its technical resources and aid to Asia was the now famous Point Four program, Mr. Amerasinghe said. This was soon followed by the Colombo Plan for technical assistance and cooperation in fostering the development of the economies of the countries of the British Commonwealth and the British colonial territories in South East Asia, a Plan which was later to include in its scope other territories outside the British Commonwealth and British sphere of interest.

"In varying measure, the countries of South and South East Asia have received valuable help from these two projects," he commented: "Ceylon, for her part, has benefited only by the technical assistance and cooperation obtainable under the Colombo Plan."

Dr. Zairin Zain, charge d'affaires for Indonesia, said that over-emphasis on a small number of export products and an almost complete lack of industrialization made his country extraordinarily vulnerable to fluctuations in the prices of these commodities. This phenomenon has also contributed to the paradox that in an agricultural country they still suffer from lack of adequate production of foodstuffs for bare subsistence, he added.

"We are, and will remain for many years, primarily an agrarian economy, but with a difference: we shall give our attention first to the needs of our own people for food crops, particularly because of the great annual increase of the population," he declared.

"At the same time, we will attempt to increase the

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• A Tea Convention "Highlight" Report

volume of production of crops for export, both so that we will not be so dependent on our major export, which is rubber, and so that we can create a source of foreign exchange to go forward with our program of national development."

"Idea Exchange"

At an "Idea Exchange" ably chaired by Max Margolies, of the Tea Pack Co., a spirited give-and-take of opinion developed on the elimination of very small packages from the grocer's shelf, the question of tea dust in tea bags, the idea of vacuum packaging of tea, and the use of tea by children.

Strong sentiment against the very small tea package was expressed by a number of the conventioneers as uneconomical, contributing to consumer confusion and not encouraging to increased consumption.

Mr. Winokur indicated that his company, Seeman Brothers, Inc., was using the very small tea packages, but was doing so in response to a very definite demand. In the New York area, his company was doing a good business on them, he reported. He added that when that condition changes, they would be glad to drop the packages from their line.

George Mitchell, former head of the tea department at General Foods, said that with too much tea dust in the tea bag it settles at the bottom and extraction is poorer.

Carl Seeman, of Seeman Brothers, felt there might be a confusion in terms, since sometimes fine fannings were very much like dust.

N. F. H. Fleming, newly appointed manager of tea

buying and blending for Thomas J. Lipton, Inc., said that tea dust in tea bags was admissible, but that such contents must be stated on the package.

Mr. Fleming also reported that some research had been done in London during the war on the possibility of vacuum packing tea, but it was concluded that the method made the tea go rapidly flat after the can was opened, and destroyed its character.

Mr. Mitchel differed. He revealed that he had tea packed in cans for 15 years under a 29.2-inch vacuum, and that the flavor had been retained. If the tea is valuable enough, the vacuum packing is justified, Mr. Mitchel suggested.

Otto Goldschmidt, of the DeHope Goldschmidt Corp., confirmed Mr. Mitchell's conclusions. He had tasted some of the vacuum packed tea and found it to be excellent. Moreover, if the tea did stale rapidly after opening, it should be thrown out and another can opened, as is done with, say, canned nuts.

C. William Felton, vice president of Henry P. Thomson, Inc., said he, too, had tested Mr. Mitchell's vacuum packed tea. It did retain the flavor, he declared, but the flavor dropped very rapidly. In 24 hours the flavor was poorer than if the tea had not been vacuum packed, he claimed.

K. Cyrus Melikian, of the Rudd-Melikian Co., Philadelphia, said that his company was running tests with a tea concentrate in vending machines. They are working toward an iced tea dispenser that would actually put ice into the cup. For hot tea, they required a cup that would not leave a paper taste. Plastic lined cups would solve this problem, he indicated.

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Editorials

The challenge facing coffee

Once again coffee men are gathering at Boca Raton, Fla. This time it's for the 43rd annual convention of the National Coffee Association.

Months back, NCA set its convention theme: "The challenge facing coffee."

As November 16th-19th approached, the theme mounted in significance. Now, with the convention at hand, that theme has become a powerful lever to pry open the door to decisive industry understanding and action.

The shape of the challenge is beginning to emerge.

From preliminary discussions, from serious weighing of facts, from the enormous reservoir of thought and comment in this magazine's special "Challenge Facing Coffee" section in the following pages—from all of these the basic challenge is becoming visible.

It is a grave and disturbing challenge.

Only now is it becoming clear that the industry never overcame some of the deepest effects of the drastic price rise of 1949-1950, effects prolonged by subsequent events.

Certain of the difficulties brought into being by the 1949-50 rise were met with remarkable energy and ability by the industry. The elimination, by and large, of unfavorable press comment, was one of these achievements.

But the most decisive effect has continued, stimulated by later developments.

New perspectives for tea

The eighth annual convention of the Tea Association of the U.S.A., held once again at The Greenbrier, was a delightful occasion socially.

Tea men have learned to play, to relax and to have fun together, something they didn't know when they hesitantly gathered for the first convention at Rye, N. Y.

As a coagulant, binding the industry closer in friendship, the social side has an importance beyond the immediate purpose of fun.

But the heart of any convention is in its business sessions. Never was this more true than at The Greenbrier this year.

In the "Tea Convention 'Highlight' Reports" on the preceding pages, and in the forthcoming issue, the emphasis is on bringing you this heart of the convention.

At the 1953 convention, for the first time in many years, the industry moved out of the woods to take a good look at the forest.

Where does tea in the United States stand now? Where is it headed? Where can it be, say, five years from now?

In a detailed, impressive report Toby Hyde outlined bold new perspectives for tea in the U.S.A.

Americans are tending to "stretch" their coffee.

As one of the articles in the "Challenge Facing Coffee" section puts it: "Americans have increased their rate of coffee drinking without increasing their actual consumption."

In the restaurant market, especially, the evil of "stretching" has been noted before. But as articles in the "Challenge Facing Coffee" section point out, it is an evil which is still very much with us, a drag not only on restaurant volume but also, in its wider effects, on the home market.

Some coffee packers, unfortunately, are not beyond blame in this situation, either for stimulating the tendency in the first place, or for an unwillingness to come to grips with it today.

To what extent does the pattern of "stretching" prevail in the home and in the restaurant? Why is it taking place? What can the industry do to bring it to a halt and create a trend in the other direction?

These are problems NCA's 43rd convention will tackle.

If as a result the industry is able to apply its maximum resources—in ideas, in ability, in united effort—there is no doubt that the challenge facing coffee can be met successfully.

It is within the power of the industry, with support from the producing countries, to enlarge the American market for tea by 50,000,000 pounds annually in five years, Mr. Hyde indicated. And he showed exactly where that extra volume could come from.

One symposium at the convention, the "Make It Easy—Make It Good" session of the restaurant men, was probably a turning point in the industry's attitude on public service of hot tea.

The restaurant operators were unanimous: The way to throw the door open to a real upsurge in hot tea volume in restaurants is to achieve bulk brewing.

One of the most pointed and powerful reports, not even yet fully recognized as such, was the summary by Don Parsons of tea in supermarkets. Without pulling punches, Mr. Parsons bluntly told the industry it was missing bets and making mistakes—and where.

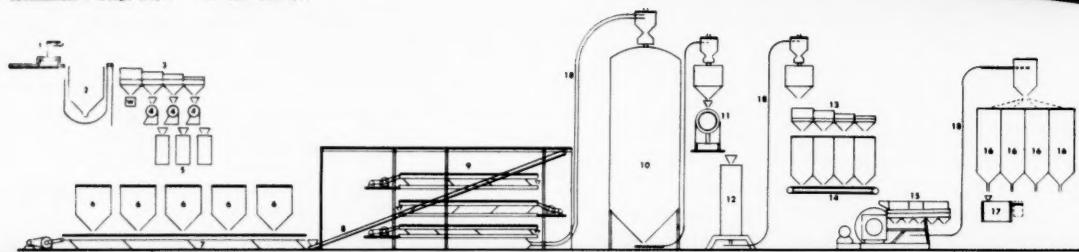
The Tea Association's eighth convention was a good one. How good will become apparent in the months to come, as the industry applies convention perspectives and knowledge and unity to stepping up still further the rate of increase in tea sales in this country.

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the challenge facing coffee

A COFFEE & TEA INDUSTRIES "fact-reference" section

This "fact reference" section centers on the theme of the 43rd annual convention of the National Coffee Association—"The Challenge Facing Coffee". The articles provide a wealth of material on all aspects of coffee, for background discussion at the Boca Raton meetings and for reference purposes afterwards. You'll probably want to retain this copy, therefore, for such reference use in the months to come.

NCA's 43rd Annual Convention

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★ A Coffee Convention "Fact Reference" Feature

coffee men return to Boca Raton for "challenge" convention

The challenge facing coffee on the industry's key fronts will be pinned down, and answers worked out, at the 43rd annual convention of the National Coffee Association.

Once again, the coffee fraternity is returning for its annual conclave to familiar ground, the sumptuous Boca Raton Club, Boca Raton, Fla.

From the time the Seaboard Airline Railroad's coffee convention special pulls into Boca Raton on November 14th, until the wind-up of the event on November 19th, coffee men and members of allied trades will dig in for an intensive business and social program.

At the business sessions starting Monday morning, November 16th, the industry will examine trends in home consumption, the restaurant and institutional market, coffee sales in groceries, brewing developments and needs, industrywide promotion programs, changes in coffee growing and other phases of the coffee business.

Attention will center on the challenge presented by evidence that for some years now Americans have been squeezing more cups of coffee out of the same amount of ground coffee. Cup consumption has gone up, this evidence indicates, but bean absorption has remained relatively constant.

This year's convention will see the panel discussion come into its own. Four panels are scheduled at which coffee men can give-and-take opinion in a free, informal way.

N.C.A. President Edward Aborn will keynote the opening session. This will be his last convention as head of the association. Mr. Aborn has indicated that this second term, now running out, will be his last, although he will remain active in N.C.A.

At the first session, deep and basic challenges to coffee will be examined.

John M. Cabot, assistant secretary for inter-American affairs at the United States Department of State, will review coffee's part in U. S.-Latin-American relations.

The economic challenge facing coffee will be pinned down by Raymond Rodgers, professor of banking at the Graduate School of Business Administration, New York University, and in the School of Commerce, Accounts and Finance.

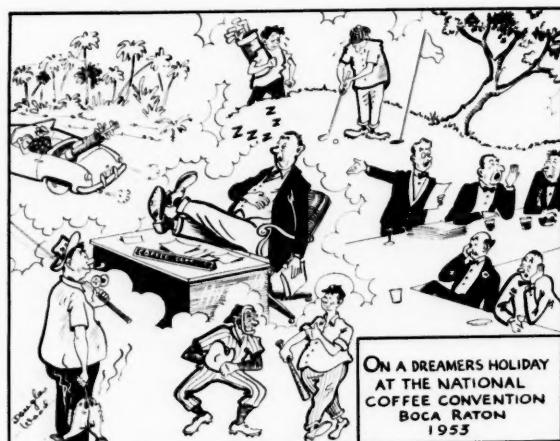
President Aborn will chair the second session, Tuesday morning, at which N.C.A. Executive Vice President John F. McKiernan will report.

Trends in retail coffee sales will be summarized by Arthur C. Neilsen, of the A. C. Neilsen Co., a noted research analyst. He will spotlight challenges presented to the industry by retail movements of coffee, as revealed by his organization's research studies.

The second morning two of the panels will get underway. Earl B. Ackerman will be moderator at a discussion on

Trade Roast

By DOUGLAS WOOD



allied members, while Albert Ehlers, Jr., will chair a panel of roasters catering to the institutional market.

The gavel at the third day's session will be wielded by William D. Roussel, N.C.A. vice president.

How the Coffee Brewing Institute is helping the industry to meet the challenge on the brewing front will be reported by Eugene G. Laughery, general manager. What CBI has been able to do so far, and what it is planning to do in the period ahead, will be discussed by Mr. Laughery. The formation of CBI was announced at the convention at Boca Raton in 1952.

The challenge facing coffee in the American home will be examined by Samuel G. Barton, president of the Market Research Corporation of America, a top authority in his field. He will analyze consumer attitudes toward coffee as reflected in buying by the housewife.

Highlight of the third session will be the presentation of its industrywide advertising, public relations and home economics program by the Pan-American Coffee Bureau.

Horacio Cintra Leite, president of PACB, will underline the basic objectives of the Bureau. Charles G. Lindsay, manager, will outline the achievements of PACB, and its program for the coming year. Assisting Mr. Lindsay in this presentation will be John A. Burns, PACB's director of advertising; Edwin B. Dexter, director of public relations; and Ellen S. Saltonstall, director of consumer services.

This morning, again, two panels will swing into action.
(Continued on page 132)

the challenge facing NCA's convention

By EDWARD ABORN, President
National Coffee Association

In this, the convention issue of *Coffee & Tea Industries* I would like to advance N.C.A.'s official welcome to representatives of the coffee-growing countries and to our own domestic trade, who will be with us at Boca Raton.

I am looking forward to renewing my acquaintance with many old friends and to meeting personally, for the first time, delegates from companies which have become members of the national since our last convention.

The Association's officers and staff have devoted many months to the planning and preparation of our 1953 business agenda. Every speaker has been chosen, every discussion topic selected, and every group session conceived with the aim of making this 43rd annual convention the most interesting and the most *servicable* ever.

There are all the usual reasons why attendance at this get-together should be a high-light in any delegate's year. We are again convening at an attractive resort and have been promised an exciting program of recreation and entertainment. But there's no better incentive, from the viewpoint of the progressive coffee man, than that implied in the 1953 convention's theme: "The Challenge Facing Coffee."

Sound ideas

This is the keynote on which the business sessions have been planned. And each one of them will present, analyze and recommend a strategy to meet the challenges which face the various phases of the industry. The delegate who goes 40 over par on the golf course and lands the smallest sailfish of the season can still leave Boca with a head full of trophies in the form of sound ideas that will benefit his business.

I don't wish to sound like a top sergeant. Those of you who know me personally should be assured that I haven't lost my passion for belting long ones down the fairway. But I'm convinced that the delegate who comes to Boca with an "all fun and no business" attitude is going to miss the most beneficial part of the convention.

On the business side, there's another good reason why attendance at this convention promises to be very advantageous. We expect influential representatives from all the principal producing countries—the countries where, metaphorically speaking, our "bread and butter" is grown.

It's my conviction that the increased production of coffee, by means of better agronomy, more modern equipment, extensive new plantings, and an all-out scientific war against



plant diseases should be the prime target for the long-range efforts of every coffee man. Any campaign for increased consumption is a sheer waste of time and dollars unless coffee is being grown in sufficient quantities to keep pace. We can't sell what we don't have. And we'd only be creating an unsuppliable demand if we were to promote sales and neglect production.

During the two visits I made to Latin America, as a representative of N.C.A., I observed some facts of agronomical life which actually frightened me. The national's Agricultural Development Committee has launched several campaigns to try to rectify the serious shortage of trained technicians in the producing areas and to arrest the shocking toll of plant diseases.

Producing country views

That is why the attendance of Latin American guests will be, in itself, an extremely important factor in the success of our forthcoming convention. We will be anxious to get the latest official reports on crop volumes and to consult with them on methods of propagating the fragile plant whose health is the lifeblood of our industry.

Every now and then we hear of an association member wondering out loud what practical advantages he receives in return for payment of his dues. I can think of few better answers to the question than to cite the business programs scheduled for our 43rd convention. The member who attends them will find that he can't *buy* anywhere else, at any price the kind of information he will be exposed to.

The beloved Will Rogers said that when Gabriel blows his horn, half the American people will be at conventions and the other half will be packing their bags in preparation for one. At this writing, I'm in the latter half. This year, there'll be a gavel in my bag that won't be coming back home with me. I'll turn it over to the new N.C.A. president at the final session.

To the Association membership, which placed its confidence in me during my two-year term of office, I extend my sincere gratitude. I can wish nothing better, for my successor, as I pass the baton, than that he enjoy the same all-out cooperation that the N.C.A.'s officers and members gave to me.

Informally, I suppose, this could be construed as a valediction from the "retiring president" of the N.C.A. But I don't mean it to be a valedictory in the sense of farewell. I fully expect to continue being an active member of the national.

Although I'll leave my wooden gavel at Boca, I'll still have a busy walnut desk in Linden, N. J. Not to mention my favorite set of woods in a clubhouse locker.

So, I'll "see you around." First at Boca. Then, God-willing, many times thereafter.

★ A Coffee Convention "Fact Reference" Feature

the National Coffee Association

. . . and the challenge facing coffee

By JOHN F. MC KIERNAN, Executive Vice President
National Coffee Association

As executive vice president of the National Coffee Association, I've had a great deal to do with the early planning and final programming of our 43rd annual convention. Preparations for this biggest week in the Association's calendar had received most of the staff's attention for the past two months. On the eve of our trip to Boca Raton, I feel confident that you will be pleased with the results of our efforts.

Although the convention is the real climax of any N.C.A. year, the routine and special activities that we handle between our convention dates are equally important to the growth and prestige of the Association. Because so many of these less-spotlighted chores are overshadowed by the year-end general assembly, I'd like to summarize them very briefly.

During the past year, our president, Ed Aborn, visited Colombia as a representative of the national association. Aside from the very substantial public relations benefits derived from this trip, he brought back reports and observations which proved of great value to our Agricultural Development Committee. Combined with Ed's experience of an earlier trip to Brazil, his Colombia visit gave us, in our midst, a first-hand observer of conditions in the two principal growing countries.

Telling the coffee story

Between the president and myself, many speaking engagements were filled, including addresses before the convention of the National Restaurant Association, the Pacific Coast Coffee Association, the New York Coffee Roasters, the Fifth Annual Virginia World Trade Conference, the Southern Coffee Roasters' convention and the Green Coffee Association of New Orleans.

In these talks to influential audiences, as well as in publicity releases disseminated by our Publications Committee, we told the story of the coffee industry and gave an exposition of its tremendous influence on world trade.

Early this year, N.C.A. made representations to Washington officials, pointing out the strangling effect of continued government control of coffee prices. And, of



course, you know that our efforts in this extremely important project were successful.

Our standing committees have met regularly during the year, conferring on and taking action in, every development affecting the particular phase of the industry with which they were concerned. The committees include: Army Roasting Survey; Cost of Operations Survey; Allied Industry Relations; Finance; U. S. Army Advisory; Packaging; Food and Drug Law; Hotel and Restaurant; Brewing; Technical Advertising Council; Agricultural Development; Membership; Executive; and Publications.

The president . . .

The men who served on these committees, giving unspareingly of their time and energy, are deserving of the gratitude of all the membership. In addition to meetings of our standing committees, the Board of Directors met four times since the 1952 convention, at New Orleans, New York, Chicago and Boca Raton.

The final business at Boca Raton will be the election of a new N.C.A. president to succeed Ed Aborn. And I would like to say a word about the retiring president before he leaves the post.

In the comparatively short time I have known him, Ed has impressed me tremendously with his seemingly inexhaustible capacity for getting things done. Although busily occupied in the running of two private companies, he has given unstintingly of his valuable time to the affairs of the national association. At our board meetings, I have watched with admiration, and sometimes with sheer astonishment, the manner in which he can quickly reduce complicated problems to crystal-clear alternatives, and then suggest adroit decisions.

I have also observed Ed as he talked to trade gatherings or to members of the press, and I have seen how gracefully he projects his personality and impresses people with his forthright sincerity. As the top representative of N.C.A. during the past two years, he has garnered a great deal of respect for the industry at large, not to mention a wealth of affection from his colleagues.

I know that the man who will be chosen to head N.C.A. for the next year will be of the same high caliber that has become a typical characteristic of all the national's presidents. But if we were asked to suggest a target of achievement for the incoming president to take aim at, we could comply in no better way than to point to the record of his predecessor. In fact, Ed Aborn has set, for all of us, the highest standard of conduct in office.

the market challenge facing coffee

"Americans have increased their rate of coffee drinking without increasing their actual coffee consumption"

By CHARLES G. LINDSAY, Manager
Pan-American Coffee Bureau

The coffee trade today finds itself in a paradoxical situation. In 1950 coffee drinking in the United States was at the rate of 2.31 cups per person per day. By 1953 it had risen to 2.48 cups per person per day. Yet, based on running averages, imports have remained virtually static:

BAGS

| | |
|---------|------------|
| 1949-50 | 20,273,000 |
| 1950-51 | 19,399,000 |
| 1951-52 | 20,316,000 |
| 1952-53 | 20,414,000 |

Apparently, then, we are confronted with a market in which Americans have increased their rate of coffee drinking without increasing their actual coffee consumption.

There are, of course, a wide variety of reasons for this variety of reasons for this seeming paradox, such as the growing acceptance of coffee and chicory blends, the increasing use of solubles, less wasting of coffee and, unquestionably, a tendency in many homes to "stretch" coffee.

The latter tendency—to "stretch" coffee—also is prevalent among many operators of public eating places.

Why should this be so? Simply because of a shift in consumer attitudes toward coffee, stemming from the adjustment in prices that began in late 1949.

For years prior to 1949, people had become accustomed to 50, 40, 30 and even 25-cent coffee. They took cheap coffee for granted. Then supply and demand came into balance and prices reached a more realistic level.

The general public, unaware of the economic factors behind the change, were understandably bewildered by the sudden turn of events. Many were resentful.

There soon developed what might be termed a period of "coffee questioning," when both the press and the public sought satisfactory answers to what they felt was an unsatisfactory price situation. This questioning was prompted by: (1) the suddenness of the price change; (2) the fact that, because of the publicity given to coffee prices, coffee was much more in the news than most other products; and (3) the fact that an economy of generally rising prices was making people more acutely price conscious, and thus more economy-minded.

The result, of course, has been the present paradoxical



situation, in which consumers are *drinking* more coffee without *using* more. It is a major challenge facing the industry today—and the most serious aspect of it is the deterioration in the appreciation of, and desire, for really good coffee. This inevitably will make coffee more vulnerable to competition from other beverages.

What is the Pan-American Bureau doing to meet this challenge? First: we are strengthening our organization, not only by increasing the size of our staff but also by improving the quality of the personnel and re-distributing responsibilities. Second: we are concentrating our promotional efforts on those areas where the opportunities are most promising and the needs are greatest. For example:

1. We are concentrating our advertising, in both national magazines and radio, on the "coffee-break" theme. This decision, a direct result of market research studies that pointed to between-meal periods as an area of opportunity for increasing coffee drinking, has been profitable. Our 1953 studies have shown a 25 per cent increase in between-meal coffee drinking at home, and a 50 per cent increase in between-meal coffee drinking at "place of work."

2. We are promoting the "coffee stop" among motorists—taking a "break" along the highway on automobile trips for relaxation and a refreshing cup of coffee.

In this program we have sought—and received—the close cooperation of safety experts and motor vehicle officials throughout the country, plus the active support of the nation's press.

3. We are broadening and intensifying our successful "one for the road" program during the holiday season—urging coffee instead of liquor when it's time for a final drink.

4. We have intensified our efforts to inform the public, and especially those who mold public opinion, about the problems and economics of coffee's production and distribution.

5. We are broadening and intensifying our educational services: improving the quality of Bureau-sponsored teaching aids for schools, finding new markets for Bureau films, co-operating with schools in the dissemination of accurate information about coffee, and developing new material for adult groups.

6. The Bureau is financing the Coffee Brewing Institute, Inc., a non-profit membership organization formed jointly with the National Coffee Association. Its primary function is to conduct research into ways and means of improving the

(Continued on page 45)

NOW

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WEST AFRICANS
ANGOLA**

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HEAD OFFICE: **RUA AUGUSTA 27, LISBON PORTUGAL**
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CBI meets the brewing challenge

By EUGENE G. LAUGHERY, General Manager
The Coffee Brewing Institute, Inc.

The Coffee Brewing Institute, Inc., is the youngest member of the coffee industry team and, as such, is presented with a dual challenge.

First, it must be recognized by the industry as the impartial, scientific source to which the trade may look for the solution of its problems in this important phase of our business, the actual brewing of the coffee. Secondly, we are faced with the task of making available to the legion of coffee users authoritative information which will enable them to achieve that happy end "the best possible cup of coffee."

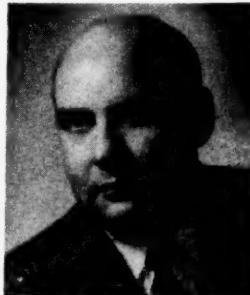
Everything else in our scheme of things are means to these ends, and it is with these means that we deal day by day.

In the short history of the Institute since its inception as a full time service of the coffee industry, a program has been effected with the encouragement of the National Coffee Association and the Pan-American Coffee Bureau which should prove a great aid to everyone from the grower to the consumer . . . for a cup of good coffee increases satisfaction and consumption.

Along these lines, the Institute has taken the finding of the Brewing Committee of the National Coffee Association in regard to the proper proportions to be used in the brewing of the beverage and has attempted to give them the widest possible dissemination. This is being done through the distribution of the Standard Coffee Measure, which the Institute has made procurable at manufacturer's cost to the trade. This measure is the official measure of The Coffee Brewing Institute, Inc., and has the proper brewing formula molded in its base. Along with the Standard Measure, the Institute has in preparation, as a companion to the measure, a standard set of brewing instructions to erase the guesswork from the preparation of that will-of-the-wisp, "the best possible cup of coffee."

In view of our policy of disseminating accurate and useful information to the greatest number of people possible, we herewith repeat that often published but often unheeded formula:

To obtain the full enjoyment of coffee at its best, the following proportions apply: two level teaspoons of coffee (the Standard Coffee Measure) to six fluid ounces of water; or for larger quantities, one pound of coffee to two gallons of water.



The Institute's work involves cooperation not only with the people who grow and roast the coffee but also with manufacturers of coffee equipment and those who, in the end result, brew the coffee. With this in view, the Institute attempts to discharge its responsibility both to the roaster and to the consumer with equal vigor. The information gathered and disseminated by the Institute is at all times fully documented and backed by the research of the finest Universities and laboratories in the United States.

An example of this program is the investigation regarding the effects of various types of water in coffee brewing now underway at the Massachusetts Institute of Technology. The benefits to be derived by such an investigation can be readily appreciated, and this is merely one in a series of scientific inquiries which will be made.

In the educational phase of the Coffee Brewing Institute, Inc., an audio-visual program has been undertaken, aimed at restaurant, institutional and hotel groups, showing the proper procedures for brewing coffee, storing coffee, handling coffee, maintaining brewing equipment and like matters. This program is being effected through the production of a 16mm. motion picture showing the proper techniques in this field, and will be aided by collateral literature to be used by groups who use the motion picture.

These devices are intended not only to aid in the training of the hotel, restaurant and institutional employees, but to help the roasters and their sales men in a campaign to install proper brewing methods in every place where they sell coffee.

Thus, realizing that a good share of the poor coffee being served today comes as a direct result of improper brewing, our challenge becomes clear. We must investigate and assimilate the best methods for the brewing of coffee and then we must make our findings available to all those who use coffee in order that they may obtain that "best possible cup of coffee" every time.

Suggest new coffee dispenser as premium

The Xact Coffee Dispenser, said to measure out a level tablespoonful of ground coffee with each turn of the handle, has been announced by Kennan Sales, North Hollywood, California.

An agitator inside the dispenser prevents coffee from packing and insures free flow into the rotating measuring drum, it was stated.

Made of plastic, the unit can be fastened to a wall with a special bracket or be used as a portable container and be kept in the refrigerator.

The suggested retail price is \$2.49.

Kennan Sales suggested the coffee dispenser would make an ideal premium for coffee distributors.

FROM

Statement of Condition

SEPTEMBER 30, 1953

| | |
|--|------------------|
| <i>Capital</i> | \$ 50,390,000.00 |
| <i>Surplus and Undivided Profits</i> | 127,291,407.78 |
| <i>Deposits</i> | 2,573,862,235.14 |
| <i>Resources</i> | 2,806,785,378.15 |



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the challenge facing coffee's public relations

"Let's take the heat off coffee"

By JEROME NEUMAN, Chairman of Publications Committee
National Coffee Association

As everyone knows, good things are in store when there's coffee "on the fire." But recent months have seen all too many occasions when coffee was "under fire." Getting our product back where it belongs is going to be a real public relations job.

I think I've got a fairly clear picture of what might be called the challenge facing coffee's public relations. And I'd like to state my conviction that the gauntlet should be picked up by every man in the coffee industry who is interested in the future of his business. I presume that includes everyone.

During the past year or so, the trade has not been exactly bombarded with adverse criticism. If it had been, there'd be no need to point up the challenge. But it has been assailed more subtly. It's been sniped at—by sarcasm and innuendo, and it's been hurt by a few ill-advised "pop-offs." That kind of attack, I maintain, is more sinister than a broadside.

A few general examples should suffice. When reports of frost damage in Brazil were being confirmed by authoritative observers, one commentator insisted that it was not frost but "hot air." And when Brazil was granted a credit from the Export-Import Bank, a syndicated columnist charged that it would be paid off by coffee-buying American housewives through what he called "an artificially high-priced structure."

Although neither of these individuals exercises a large influence, they do have audiences. The same commentator was obliged to make a public apology after an earlier bit of misinformation. And the columnist, just a few days before he had to confirm the news of the loan to Brazil, reported that banking opinion was that it would be rejected by Washington.

But we all remember certain individuals who, instead of getting the facts on the situation, sounded off spontaneously with remarks that only added fuel to the fire that the trade was under. We also recall that some firms were pushing their sales of soluble coffee with a slogan about beating high prices—at the very time that the industry was pointing up the comparative inexpensiveness of the beverage.

If good public relations are built up on a foundation of good industry relations, then I believe that it's time

we went in for some good housekeeping. Until coffee people agree, at least on the more important issues and objectives which concern the trade, I don't know how we can proceed to enlighten a confused consumer.

As I see it, our public relations picture today is one that could use more delineation and less subtle shading. Our position must be made clearer along such lines as proper brewing methods, the absolute dependence of retail prices on those paid for green coffee, the increasing basic costs of growing coffee, and the simple, unassailable fact that the roaster's profit margin today is the lowest it's been in history.

As chairman of N.C.A.'s Publications Committee, I believe that these are the foundations upon which we should build our current public relations policies. In order to promulgate them among consumers, we must first get them endorsed and supported by a unified industry.

If we're to succeed in taking the heat off coffee, we've got to reduce temperatures here and there. The spreading of sound information about the trade, through our advertisements and public statements, can throw a damper on the irresponsible blasts of our principal critics. It can also apply a cold compress to the nerves and tempers of the well-meaning firebrands within our own ranks.

Both of these objectives require cool heads, working together for the industry's common good. There are plenty of such heads in the coffee trade. I say let's get them together.

the market challenge facing coffee

(Continued from page 41)

quality of coffee as a beverage. The Coffee Brewing Institute already has initiated important research projects which Mr. E. G. Laughery, general manager, reports on elsewhere in this magazine.

7. Finally, we are engaged in a preliminary program designed to expand the coffee market in Canada. We have engaged a Canadian public relations firm to spearhead this program, and the Bureau has completed its first survey of Canada's beverage buying habits, the results of which already are being used to formulate a coffee-promotion program in that country.

These activities, we believe, indicate the Bureau's awareness of the challenge that faces coffee today. To meet this challenge successfully, though, the active cooperation of the entire industry will be needed in concerted efforts to find new markets for coffee and—more importantly—to hold and revitalize old markets.



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★ A Coffee Convention "Fact Reference" Feature

the challenge facing the coffee packer

By J. K. EVANS, General Manager
Maxwell House Division
General Foods Corp.

Unlike the coffee grower and the coffee exporter who by the nature of the function they perform are obliged to work behind the scenes, the coffee packer is continuously on stage, out front and exposed to an audience either sympathetic or belligerent, depending on how they react to the show for which they have paid the price of admission. The big challenge that confronts the coffee packer of today is the necessary but difficult and complex task of acquainting his audience with at least some of the more obvious economic facts of coffee. Failing in that, the coffee packer is apt to find himself playing to empty seats, or to an audience plotting open revolt.

It isn't because the American coffee audience is intentionally of a provincial mind, but because we, as a nation, have been so occupied and engrossed in building up our own economic frontiers that little time and opportunity has been left to evaluate the manifold blessings of international trade. So strongly entrenched in the public mind is a false sense of national self-sufficiency that to many, international trade is considered—if considered



at all—to be something separate and apart from the privileges and comforts we, as a nation, enjoy.

Least understood of all, perhaps, is the simple fact that what we pay for goods purchased abroad is determined in large measure by what it costs us to produce the goods we tender in exchange.

Squeezed between high taxes, and higher wage rates, the coffee packer knows his own costs have risen to unprecedented levels. The packer knows, too, that his experience is common to all American industry, including manufacturers of trucks, tractors and agricultural equipment essential to the growing, harvesting and transportation of coffee. High costs here are reflected in high costs there. And in this instance, coffee being the principle medium of exchange, it follows naturally that coffee prices are similarly affected.

Other factors, too, have an important bearing on the coffee economy, but these are more of a technical nature, hence less easily interpreted than the action of interlacing economies brought into mutually desired balance through the facility of free markets and international trade.

Time and again it has been shown that criticism and attitudes antagonistic to coffee are principally the handiwork of publicity seeking vendors of misinformation and abuse. Fortunately, the chronic malcontents, and their sponsored spokesmen continue to be a minority group. But prej-

(Continued on page 129)

the challenge facing green coffee

By GEORGE G. WESTFELDT, JR., President
New Orleans Green Coffee Association

In these days when most people are talking about a shortage in coffee, perhaps some lose sight of the fact that there has been very little, if any, increase in the per capita per pound consumption of green coffee. At least, figures would show no appreciable increase in the imports of green coffee in the U. S., for the past three years.

The fact remains that the national population of the U. S. has increased 8,868,000 since 1950. The increase of population and its rate of change is based on these facts: one birth every 78 seconds, one death every 21 seconds, one immigrant every two minutes, one emigrant every seven minutes. How many of these people are being exposed through promotion, advertising and other means to the fact that coffee is a good drink for them?

Our national population is now 160,000,000 people, and by 1960 it is estimated that the figure will go to 175,000,000 people. This is a lot more people to learn about coffee than

there ever were, and I am wondering if our efforts to sell them a cup of coffee has increased proportionately in time and money.

Besides this increase in population, consumer income is at an all time high, and employment is at its peak.

It is quite true that the price of coffee today has had some effect on consumption. Nevertheless, it looks as if we are "stuck" with a high price for some time and we must face the problem with that fact. It would seem, therefore, from an industry standpoint, that our best medium to sell more coffee to more people at more times is to increase our advertising and promotion through the efforts and money of all those concerned—such as producer, exporter, importer, roaster and allied industry. To do this will no doubt take a considerable amount of research, but in the long run it should pay off, as it has done for many other large corporations in the past few years.

★ A Coffee Convention "Fact Reference" Feature

The futures market . . . and the coffee challenge

By FREDERICK H. SILENCE, President
New York Coffee & Sugar Exchange, Inc.

The New York Coffee & Sugar Exchange, Inc., by the very nature of its function in the coffee economy of the world, faces a very different type of challenge from that which confronts other segments of the industry.

The coffee producer, on one hand, has a vital interest in price, and this emphasis on price is only accentuated when the farmer is beset by risks of pests and weather, to say nothing of the changing purchasing power of the money he receives for his cash crop, and the advancing cost of labor for harvesting and preparation.

The consumer, on the other hand, is indeed interested in price, and even though coffee may hold the exalted position of the favorite beverage in the household, the danger of price influence on home consumption cannot be lightly dismissed.

The Exchange, having no interest in the price, faces the challenge, which, for over 70 years has been, and will continue to be, epitomized by the one word, "service".

The basic purpose of the Exchange is to provide a market place which will bring together the buyers and sellers of a given commodity, but the success with which it fulfills that function is dependent upon many factors. Traders must be assured of an orderly market place, with a full feeling of confidence in the integrity of the contract. Experience has shown that the operations of the New York Coffee & Sugar Exchange, Inc., have been safeguarded by the many rules and regulations which provide for all contingencies. The contract actually provides for the delivery and receipt of coffee by the parties on either side, but in view of the substantial usage of the Exchange contract for purposes of insurance or hedging the amount of coffee actually delivered has been relatively small. This is not a unique situation, since the many exchanges throughout the United States show similar records of a very small percentage of deliveries against the total turnover.

Not only must the trader have confidence in the performance under the contract, but the medium must be such as to permit of the widest possible trading interest, and thus create and maintain a market which is, as nearly as possible, a true barometer of coffee value. This feature, having to do with the substance of the contract, is probably

one of the most controversial subjects connected with coffee trading on the Exchange, and volumes could be written on the varied views expressed over the years, the various contracts introduced, and the reasons supporting same.

At the moment, the "S" contract is the only coffee contract in which trading is taking place. The reason for this is not difficult to understand. The volume of coffee contemplated as potential supply is sufficient to preclude the possibility of any squeeze; the bases for differentials between growths are fixed, thus providing a permanent basis for hedging, and the subject matter of the contract, i. e., the growths of Brazil coffee deliverable, are of universal acceptance and of a quality in general use. All of these factors have served to make the "S" contract a servicable contract for trade purposes.

The very acceptance of the contract by both buyers and sellers on a volume basis which exceeds that provided by any other market place in the world, combined with the use of a currency of accepted stability and convertibility, has produced a worldwide recognition of the quotations as valid indices of world opinion on coffee. It is for this reason that in the farflung coffee centers of the earth, coffee traders await the news of market quotations from the New York Coffee & Sugar Exchange as factors of influence in their negotiations.

This then is the service rendered by the Exchange. No claims of perfection or infallibility are advanced, but a genuine desire to present the best possible marketing mechanism is manifest. This is the challenge which has confronted the officers and directors of the Exchange for 70 years or more, and as they face the future, the pledge of even greater efforts toward a more perfect service is unreservedly given.

Fleetwood Coffee appoints Eichhorn

C. Ernest Eichhorn, of Greensboro, N. C., has been elected assistant secretary treasurer of the Fleetwood Coffee Co., according to Jetton King, vice president and manager of the Greensboro branch.

Mr. Eichhorn has been serving as assistant manager of the local plant and will also continue in that capacity.

Venezuela names new PACB delegate

Venezuela has named a new delegate to the Pan-American Coffee Bureau.

He is Dr. Antonio Urdaneta Chuecos, who is also delegate to the Special Coffee Commission of the Interamerican Economic and Social Council.



Night scene downtown New York

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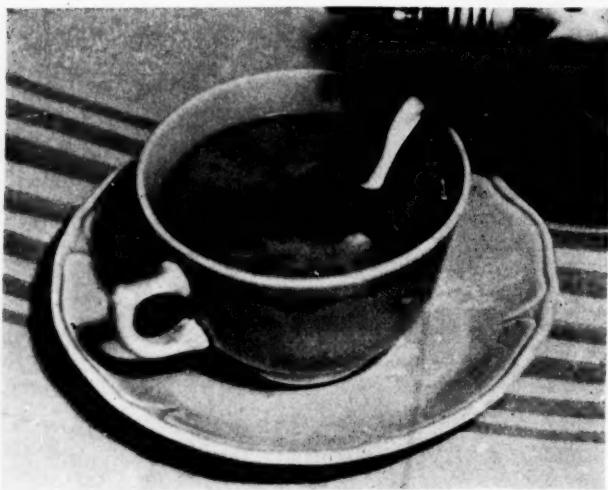


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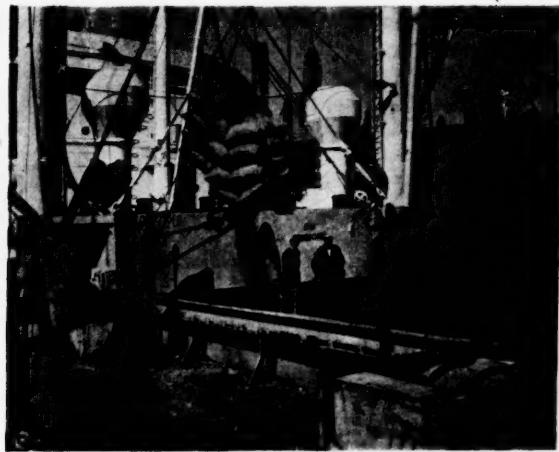
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★ A Coffee Convention "Fact Reference" Feature

the challenge to coffee in the public service market

By PHILIP I. EISENMAYER, Chairman
Hotel and Restaurant Committee
National Coffee Association

Because of coffee's preeminent position as "America's Most Popular Drink", it is not always easy to find a bona fide "challenger" for that title in the ranks of other beverages. And so, when asked to submit 1,000 or so well chosen words on "The challenge facing coffee in the public service market", I felt at first that it might be just another case of crying "Wolf!" when there really is no wolf.

For example, it's difficult to see where soft drinks, or tea, or cocoa or any other beverage are seriously threatening coffee's crown at the present time. They are all in there punching, of course—tea in particular. But none of them made sufficient progress during 1953 to warrant a genuine "view with alarm", or to suggest that coffee would not be "the winner and still champion" at the end of 1954.

It must be admitted that coffee has had the benefit of all the breaks in retaining its championship ranking. To be specific, it has had the benefit of the "coffee break", a heaven-sent boon to better business created by a fortunate shift in public eating habits and astutely encouraged by our alert coffee associations.

But it must also be recognized that without the growth of the coffee break habit, the champion's crown might have shown slight signs of slipping. Despite the fact that the coffee industry has benefited by a lucky bounce of the food habit ball, it must be recognized that one of the outstanding attributes of a champion is the ability to take advantage of "the breaks". This was demonstrated not only by the coffee industry's quick exploitation of the opportunity presented by the coffee break, but by its successful adoption of the coffee vending machine.

According to the Vend Magazine census on this type of outlet, the number of cups of coffee sold by these machines has increased from over 200,000,000 cups in 1950 to over 700,000,000 in 1952—with a 10 per cent increase predicted for 1953.

But having pointed to the silver linings that brightened the coffee picture during 1953, it must be admitted that there is a weak and watery cloud on coffee's public service horizon—a "challenger" for coffee's supremacy where you



would least expect to find one . . . right in our own back yard. Or, more accurately, right in the restaurant's coffee cup!

I refer, of course, to the pale profile of a good cup of coffee that is made by the all-too-prevalent practice of "stretching"; the weak and watery brew that was born of "so-called" necessity and is being mothered by the restaurant operator's understandable (but blind) love for all the profit that the product (and the public) will stand.

Unfortunately, the coffee roasting industry was not entirely without blame when this anemic facsimile of a good cup of coffee was being conceived. It happened during the late and unlamented "squeeze" that caught restaurant operators between the soaring price of coffee per pound and a fixed (by custom and tradition) cost of coffee per cup.

At the time it seemed reasonable and harmless to suggest that a slight increase in water in the coffee brewing formula (or a slight decrease in the ounces per coffee package) could tide the operator over until he was able to raise his cost-per-cup price to a point where he could again enjoy a desirable profit on his coffee investment.

And that is just the way it worked out. For when the vast majority of operators raised their coffee prices from five to ten, or from ten to 15 cents per cup they over-compensated for the increased cost per pound.

The unfortunate side of the picture is that despite the fact that the profit "squeeze" has gone, the "stretching" lingers on. Many operators who temporarily converted from two and a half to three gallons of water per coffee pound (or variations thereof) are now going steady with the stretched formula. And, as a result, a large percentage of restaurant patrons are growing disgusted with, or (worse yet) growing used to, a weak watery cup of coffee.

This is, without question, today's major challenge to coffee in the public service industry. And for more reasons that are at first apparent.

The obvious danger, from the viewpoint of the coffee roaster, is that the widespread acceptance of weak cups of coffee means the decreased sale of strong pounds of coffee. Then there is the fact that weak and watery coffee (served in smaller cups with too-light cream or homogenized milk) will hardly be in proper physical fighting trim to withstand the future challenges of such up-and-growing beverages as double-strength tea . . . the beverage that still holds the title of the "world's" most popular drink!

In the second place, as mentioned above, the service of weak and watery coffee can either alienate those coffee drinkers who like a strong, full-bodied brew, or it can make

★ A Coffee Convention "Fact Reference" Feature

weak coffee addicts out of those who don't know any better—a painful prospect in either case.

The latter possibility, moreover, is a threat to coffee consumption in the home as well as in the restaurant. For as often emphasized by the Hotel and Restaurant Committee during these coffee conventions, the public service industry has long been regarded as the ideal "sampling" medium for convincing consumers that good strong coffee should also be served in the home. By the same process of reasoning, therefore, the widespread sale of weaker restaurant coffee could condition the public to weaker coffee at home.

It must be admitted that none of the above described "threats" to the coffee industry is likely to scare the restaurant operator. If his public turns to tea he'll be able to bear up under the switch. After all, when talking in terms of profit, there's a beverage that really has it. He will even be able to stand up under the frightful accusation that he is turning his customers into weak coffee "addicts". For again, after all, the weaker the coffee the higher the profit. But fortunately for the coffee industry, he is not able to disregard the axiom that every successful restaurant operator accepts the axiom that flatly and succinctly states:

"Good Coffee Is Good Business."

They (the really experienced operators) know that there is something about a cup of coffee that can make or break a restaurant business. They understand that good coffee is so important to their over-all sales that it could, if necessary, be sold at no profit and charged to sales promotion and advertising.

However, there is no question of no profit at the present per pound and per cup coffee prices. It is just a question of giving up a small percentage of an extraordinarily juicy profit in order to gain the most important asset a restaurant can have—a good cup of coffee.

Thus it seems to our committee that the challenge of coffee stretching is a challenge that should be met as quickly and as energetically as possible. And it seems to us that consistent and persistent education is the best possible answer... education designed to remind the restaurant operator that the financial justification for coffee stretching has long since been eliminated; education designed to remind him that "Good Coffee Is Good Business" and to warn him that weak coffee is dangerous business.

the restaurant challenge to coffee

By J. S. GARVETT, President
Churchill, Inc.
Miami, Florida

Any farsighted businessman knows that no matter how much in demand his product may be, the public can change its mind quickly should it be given any slight reason for doing so.

Certainly coffee in the restaurant market has had so many crucial changes during the past 12 years that it could not help but leave some scars on the face of public opinion, as well as a bad taste in many consumers' mouths.

The "bad taste" statement is intended to be literal.

During the period of rationing of World War II, with its watered coffee, coffee mixed with cereals and its terrible brewing, restaurant customers expected the worst—and got it. After awhile, tired of complaining, they accepted it as a matter of course. If it looked like coffee and was wet; they drank it because they had no choice.

But what now? What of the future?

The road ahead for the institutional roaster will be no bed of roses. He will face a challenge at every turn.

What are some of these challenges?

What can be done about them?

Who will do something about them?

Re-education of restaurant brewing will have to be stressed, and without question a return to the old-fashioned two gallons per pound.

If 20 per cent of all coffee consumed is in restaurants,

what an important place to begin a campaign for better coffee!

Another challenge confronts every roaster; to produce a more palatable product.

Dependence on salesmanship and advertising has its limitations. Any efforts to force these media beyond their effectiveness can result in no result.

Coffee is a product to enjoy. It is good for health and good for pleasure. Why not appeal to the enjoyment it gives to its user, rather than to the fact that it's cheap per cup?

Why not convince the restaurant operator that his success, in large measure, is due to the quality of the coffee served, rather than appeal to his urge for extra profit, by teaching him how to use more water per pound of coffee?

Can any restaurant owner have much faith in a product sold for less than its true value? Can he have much confidence in a product that the seller can only dispose of, by offering hundreds of dollars of expensive equipment to clinch the sale?

The restaurant operator is being bombarded so thoroughly on deals and greater profit per cup that he has been given no opportunity to think about the importance of serving good coffee.

If through the medium of the National Coffee Association, roasters in each section of the country were brought together to permit some good old-fashioned common business sense to be applied to their problems, the restaurant segment of the coffee industry would find itself more highly appraised by the people who buy its product.

This is the challenge facing coffee in the restaurant market.



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the challenge to brewing equipment

"The answer: completely automatic devices for restaurants"

By JON ZITZ, General Sales Manager
Hill-Shaw Co.

Ever since the first coffee was steeped in water to form a beverage, some enterprising manufacturer has sought ways and means to make a more flavorful drink. In the succeeding years other manufacturers have put their hand to the task of making a cup of coffee more delightful in aroma, more taste-tingling in flavor.

Many and strange have been some of the results of coffee brewing devices, as a glance at any department store counter or at patent records will reveal. Yet while all of us in the coffee industry will agree that definite strides forward have been made in improving coffee in its growth on plantations, in its processing, during roasting, and in packaging and selling, progress in brewing equipment has been somewhat limited.

For years there was little or no teamwork or interchange of ideas between coffee roasters and brewing equipment manufacturers. Relations were strictly on a catch-as-catch



can basis. Even today the number of such manufacturers who are members of the N.C.A. are limited. (Our company is a member).

Setting up of the Coffee Brewing Institute with Gene Laughery as general manager is a great step forward in making coffee and brewing equipment twin barrels of the same gun in hunting for expansion in the coffee market.

Price is one of the bugaboos facing the coffee industry—price that might make a cup of coffee too expensive—that might curtail the market—that might hurt the successful "coffee break" campaign.

What a furor was created when coffee reached ten cents a cup. Yet we already begin to hear of a raise to 15 cents a cup—necessary, says the operator, because of the latest increase in coffee prices. If the standard becomes a 15-cent cup, how many people will switch to another, less costly drink?

It's unlikely that green prices will go down substantially. Certainly roasting, packing, and delivery costs will remain relatively high. What's the answer?

The answer is to reduce the labor costs in the restaurant for brewing coffee; shorten time needed for brewing; reduce waste; insure more uniform quality in the finished brew. How to do that is the next problem. And the answer is: **FULLY AUTOMATIC COFFEE BREWING EQUIPMENT.**

(Continued on page 134)

"United educational effort on commercial coffee service"

By S. M. FORD, President
The Silex Co.



succeeded in a unified effort to educate those concerned with commercial coffee service as to the proper use of each type of brewing equipment?"

In these times of high prices and increasing labor costs, we often see needless sacrifice of quality because a restaurant owner may use finely ground coffee in the urn method in order to stretch one pound of coffee with three gallons of water. Likewise, how often we have seen the reverse situation where the restaurant operator is using a vacuum type coffee maker but attempts to accelerate the brewing time by using a coarse or regular grind of coffee? Both of these faults can be avoided by proper education through the coffee roaster who knows what he is selling to his customers.

Suppliers are in a position to properly guide their customers to the purchase and use of proper grinds and correct proportions.

During the past 20 years, manufacturers have spent fabulous sums in research to provide more efficient and labor saving methods of coffee brewing—methods that have been designed to protect the costly and elaborate precautions taken by coffee roasters to enhance their delicately perfected product. But all too often, this effort has been in vain be-

(Continued on page 135)

"How do you make coffee?"

That question is asked many times, every day. I am certain that if ten persons, taken at random, were asked this question, it would be hard to find any two that might agree on exactly the same procedure or method.

Coffee making is a comparatively simple process. Essentially it consists of little more than the proper infusion of hot water and ground coffee, from which is extracted a desirable beverage with characteristic color and flavor.

Yet, as an industry, we must ask ourselves; "Have we

★ A Coffee Convention "Fact Reference" Feature

the challenge to solubles

By GEORGE HARRISON, President
The Harrison Co.

The challenge to solubles is principally a projection of the challenge to coffee generally. Everywhere there is a challenge, and coffee is an outstanding example of a field rich with opportunity for the searcher and the venturesome. The interest, ability and courage of the challenger governs the degree of the challenge and determines the extent of its productivity.

Solubles have come a long way in a little while only because the venturesome put suitable effort behind their full load of confidence. Here is an outstanding example of challenge met and mounted.

To infer separate challenges for regular coffee and soluble coffee would acknowledge a division of coffee interests, and this writer steadfastly held to the idea that soluble coffee is indeed coffee business.

Less frequently do we now hear of another aspect of challenge, the challenge of solubles to regulars. Solubles have quickly grown up. Their stature is impressively mature and becoming more so daily despite early hesitancy to recognize the potentialities of this form of coffee. The viewing-with-alarm is being dissipated. Our own historic thinking is now mirrored in the objections of the Rio Coffee Roasters Syndicate, which recently declared that the instant coffee industry would not be to the best interest of Brazil. It was only yesterday we heard the same thing here, and yet the industry seems to have kept its staying power.

Influence of Solubles Marketwise: To relieve the anxiety of growers, there is submitted the thinking that were it not for the great demand for solubles, the market might have long ago reflected a far more effective resistance to regular coffee at these high levels. Despite the fact that solubles require less green to produce an equivalent beverage result, they have played an important part in maintaining green turnover. Solubles have made greater coffee drinkers out of the people who say, "If I had to wash out a coffee pot, I wouldn't drink coffee." These people like solubles because here is coffee with the greatest of ease—and ease is the impulse of our time.

Economy: The economy of solubles has been the subject of much interrogation. There is a fundamental technical explanation which promptly dispenses doubts on this subject and works out something like the following: Say the consumer actually obtains 40 servings of coffee from a pound of regular coffee prepared in his favorite method. Assuming a standard of 2.2 grams of coffee solids per serving (most people consider this standard to be good strong coffee), the

40 cups would account for 88 grams of solids from the pound of coffee, or a yield of 19.4 per cent obtained by the consumer. Suppose, with a little more effort and care, the consumer actually obtains 20 per cent.

In comparison, with few exceptions, the processor gets at least 30 per cent solids, and by carefully controlled extraction techniques, maintains a high acceptability rating at this yield. The important fact is that the extra 50 per cent-plus is totally and conveniently consumable. There is no need to dismiss valuable coffee solids down the drain, still locked within the confines of messy coffee grounds.

Improvement: Despite wide consumer acceptability, as proven by sales volume, the general coffee trade feels solubles might be better. The challenge of product improvement holds greater interest here for solubles than there apparently exists for regular coffee, primarily because of the many fields that are open. In addition to flavor, body and aroma, which are limited to what the raw product can furnish, there are the physical characteristics concerned with particle structure moisture content control, solubility, shelf life, appearance, packaging, etc., all of them highly interesting subjects which the searching technician can busy himself with.

It is unnecessary to mention that processors are not limiting themselves to present standards. Apart from the pride of accomplishment, there is the drive of competition to assist the forward and upward movement of product improvement now going on in all the laboratories.

There is a fitting thought at this point. If so many people buy solubles now, it is well to anticipate how many more will buy solubles later. Lots of people bought automobiles 20 years ago when they were not nearly as good as they are today.

Salesmanship: Mr. Consumer wants a finished cup of coffee. He wants it quick when he is ready for it, and it must be invitingly reasonable. He rarely has fetishes as to country or origin, grade of bean or technical details of grind and packaging. Its the end result he is looking for and buys, namely, a cup of coffee.

It is this end result on which he has been sold. Promotions have been expertly carried through by factual description, easy for the consumer to grasp before buying and easy for him to prove after trying.

The soluble consumer is cautious at the start. The break with habit or tradition may be with some misgiving, but he has been well guided as to what he may expect. He has been made to appreciate the thing he is going to get and his expectancy has been satisfied or else the market would never have developed as it has nor show so much genuine promise for the future. The customer has learned to look to solubles not only for the pleasure of coffee but also for convenience and economy. That combination cannot be

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★ A Coffee Convention "Fact Reference" Feature

the challenge facing coffee bags

By STANLEY H. BEAMAN, President
Modern Coffees, Inc.

The obvious challenge facing any mass market product is to give the public what they want; i.e., quality, at a price they can afford to pay. Attempts by various companies to answer that "challenge" in coffee bags began shortly after the successful introduction of tea bags. According to industry and consumer standards, however, two level tablespoons (a standard measure) of coffee are required per cup to produce a rich full-bodied brew, and there were no machines that could pack this amount of coffee into a bag that was small enough to fit entirely within the cup. Also, regular tea bag paper would absorb coffee oils, discolor and sometimes taste of the stale oil.

Several attempts were made to avoid the problem of bulk in order to reduce bag size. As early as 1940 a coffee bag was marketed in New York City containing what was called "Coffee Sealed Coffee". This was 50 per cent ground coffee dipped into, or sprayed with, a concentrate made from the remaining 50 per cent of the coffee. Other coffee bags simply ignored established brewing standards and were packed with considerably less than the recommended amount of coffee per cup. The marketing of such products was short-lived, because their resulting brew lacked the quality of the rich, full-bodied and aromatic cup of real coffee the public wanted. Overcoming the disappointment of consumers and distributors with these bags, therefore, is part of the challenge to the quality coffee bag today.

The challenge of quality and economy in a coffee bag was finally answered about four years ago. At that time a machine was invented that would pack an N.C.A. standard measure of ground coffee into a small, pleated bag approximately two and a half inches square. This bag fits easily within a cup. Shortly after, a new artificial fiber paper was expressly developed for coffee bags made on this machine. The new paper has the extra wet strength required for coffee while still being amply porous, tasteless and oleophobic. Packaging economy is achieved by the machine's almost foolproof simplicity of operation and its high production speed of 200 or 400 bags pr minute. A coffee bag was now available that would give all the quality of a pot-brewed cup of comparable quality obtained from tea bags with a proportionate consumer cost several per cent less.

No estimate of the actual proportion of future coffee bag sales to total coffee sales is herewith attempted. The broadness of the potential market, however, is indicated. If only five per cent of this potential is obtained within the next



two or three years, many millions of dollars will be added to the overall revenue of roasters without increasing the cost of coffee per cup to the consumer.

Tea bags account for over 60 per cent of the dollar volume in tea. Research disclosed that over 80 per cent of consumers, when educated to the simple but proper use of the quality coffee bag, would like to brew their favorite brand of coffee this way.

The subconscious demand for quality coffee bags already exists in consumers' minds because they have been trained to the convenience and quality of a similar product—the tea bag.

Coffee bags, because of their accurately measured contents and individual cup measurement of water, give quality brewing control to a degree never before achieved with ground coffee.

But what about soluble competition? Solubles have a big jump—estimated at nearly 20 per cent of total coffee volume—because they obtained wide distribution long before the invention of a good coffee bag. The final answer to future relative sales positions, however, is evident when taste comparison tests are made by either consumers or roasters. Try to find the lover of good coffee who does not agree that only the proper amount of freshly roasted, freshly ground coffee make *real* coffee of true body, flavor and aroma. As for convenience—and this factor is more and more the demand of American housewives for all food and beverage products—the coffee bag compares very favorably with solubles. It takes longer to steep, but eliminates the time-consuming and sometimes careless or wasteful measuring of solubles.

Coffee bag potentials for institutional use are the same as that now enjoyed by tea bags. Hotels, restaurants, hospitals, airlines, etc., will discover the savings that coffee bags offer by their elimination of waste, particularly during mid-morning, afternoon and late evening off-hour periods.

The question now arises, if quality, economy and demand exist, why aren't coffee bags sweeping the country? The answer is: "Lack of promotion".

The general public and most roasters simply do not know that a quality coffee bag does exist. Conclusive proof, however, that such a bag is here to stay—and with a little advertising will expand to a sizeable portion of coffee dollar volume—has been firmly established. The major coffee companies distributing a quality coffee bag under their own brand names—with little or no promotion—have consistently maintained sales volume for over three years.

Consumers and more roasters must be told that a good coffee bag is now available. When additional roasters realize that using this bag will yield more profit margin than any other form of packaging—including solubles—while also increasing their coffee volume, they will overcome

(Continued on page 145)



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★ A Coffee Convention "Fact Reference" Feature

the challenge to coffee vending machines

By JAMES C. WICKERSHAM, Sales Promotion Manager
Rudd-Melikian, Inc.

Of the thousands of business prospering in America today, I feel that the most fascinating and surely, the one offering the most new opportunity is the automatic merchandising field—and in particular the phase dealing with hot coffee merchandising.

This is the fastest growing industry in America today. In the past few years it has doubled and re-doubled itself. Because of the rapid growth and gigantic strides which this young industry has made, ethical manufacturers just haven't had enough time to devote to the problem of opportunism.

Creating markets, manufacturing and designing ever-changing equipment, helping to elevate the coffee break to its present high standard, internal expansion, and many other workaday functions captured most of management's attentions.

"Opportunism" is the term I attach to our problem. I have heard some people call it "diminishing profits". Call it anything you want even plan, old-fashioned price cutting. (I don't refer to the five-cent cup of coffee versus the ten-cent cup of coffee. Operators in different locales are faced with different problems and must price accordingly.) The practice I speak of has existed in other businesses in other ways and has spelled the doom of many.

Competing on the basis of ridiculously high commissions paid to locations is a dangerous practice which warrants the serious consideration and action of every ethical manufacturer in this field. There is a vast, untapped market with ample opportunity—and certainly fair competition is welcome. Competition which manifests itself in the form of a "better cup of coffee", improved efficiency of service, more conveniently dispersed equipment has to be stimulating and certainly will tend to keep every coffee operator on his toes.

But when competition takes on the tone of "opportunism", which causes a coffee operator to over-extend the bounds of good business practice and offer a location a too-high commission, there is nothing a legitimate operator can do, after making every concession possible, but withdraw.

This withdrawal on the part of the legitimate operator may be from an account which has enjoyed excellent coffee and the very best of courteous service. Leaving this account to the "opportunist" is prompted by the legitimate operator's knowledge of the hot coffee dispensing business, the expenses involved and what constitutes a fair profit—and his



conclusion that the only way this account could remain profitable would be through short cuts. As an ethical operator, he refuses to ally himself with such practices. He realizes that the short cuts would eventually cost him the account, anyhow.

The ill-advised "opportunist" in most cases will prove to be someone who is relatively new on the automatic hot coffee dispensing scene. He feels that his course of least possible resistance is with customers who have already accepted the importance of the coffee break. A large volume stop really looks good to him. Being new and eager, he feels he can operate this account on a lesser profit than his predecessor. But after getting the account, he finds that his profits are practically nonexistent, because of his agreement to pay an abnormal commission. He must then decide there is only one way to make a go of it, through short cuts. First to be affected is usually the cup of coffee. Next, probably, is the quality of the cream. He might even reduce the frequency of routine service calls or resort to hiring lower caliber personnel. He might use a cup which is below the standard suggested by the unit manufacturer.

The wonderfully large coffee volume now starts to drop—and he is in real trouble. The customer's employees start to grumble. Previously satisfied people just aren't going to drink a low-quality cup of coffee. In the end, it is the customer who pays, and that is where our real problem lies. Being foolish enough to accept a few per cent in exchange for a sub-standard product, he has created costly discontent.

Anyone is likely to build a better mouse trap, and the one who builds it is entitled to all the business he can get. But the displeasure which customers are subjected to by opportunists who refuse to compete on the basis of quality, who are only in this business for a fast dollar, is creating a big problem.

We all realize that while the customer is being abused by short-cuts he is forming opinions of the automatic hot-coffee dispensers industry which are far from wholesome, to say the least. It is seriously jeopardizing our position as a part of industry's implant feeding program. It took us seven years to achieve our present position of importance, but, it would take a lot less to put us back where we started.

We have a wonderful future. Only 50 per cent of the industry is engaged in formal coffee breaks and of these only a small percentage employ automatic dispensers. This means a vast untapped market which we must protect. Forewarned of the problems confronting them, legitimate operators and manufacturers must be firm in their approach to the problem and rededicate themselves to the sales principles which have made the industry great.

Manufacturers should be discriminating in their choice of

(Continued on page 145)

★ A Coffee Convention "Fact Reference" Feature

the coffee challenge on the West Coast

By PETER FOLGER, President
Pacific Coast Coffee Association

On receiving the letter from your editor, Bernard Sachs, requesting an article on "The challenge facing coffee on the West Coast," to appear in the convention issue, like many another non-professional writer, it seemed wise to see what words of wisdom our predecessors had to say in years gone before.

Looking back just one year, it was most interesting to see that Walt Granicher, president emeritus of the P.C.C.A., evidently responded to the same appeal and the same subject. In clear and accurate detail he discussed the same challenge facing coffee, that is, the adverse effects on its consumption due to what was then termed (and still is) the high price of coffee to the ultimate consumer.

Mr. Granicher expressed the very sound and correct thought that we must be assured of a continually increasing and dependable supply of good coffee. He pointed out that we must look to our friends in the producing countries to continue to develop and use advanced thought, planning and all modern aids toward the goal of more and more good coffee. I know everyone will agree that this is being done to a greater or lesser extent in all the producing countries, but it is a program that obviously cannot result in immediate increased supplies. However, barring unavoidable acts of nature, the program can't fail to produce

larger world supplies of good coffee, which will result in a far more stable market than we have today. And by this I mean a market that will be equally fair to producer and ultimate consumer.

Beyond all this, there is just as large a challenge facing the roaster and manufacturer in our own country. With the able and very valuable assistance of the Pan-American program, the problem here is to present to the general public the fact that coffee is the really fine beverage that it is, and that it is still, outside of water, one of the most economical drinks that the American housewife can have. Properly handled, such a theme should not in any way tread on the toes of that very important segment of the industry, the restaurateurs. After all, one doesn't expect to be able to buy a steak at his favorite restaurant for the same price as he could have it at home.

Now, it would be foolish to criticize the good old type of competitive advertising that has done so much for all industry. There is nothing wrong with one manufacturer believing and saying that his XYZ brand is a whale of a lot better than the stuff his competitors put out. On the other hand, with this present challenge of high prices facing the whole industry, would it not be wise for the individual advertiser to spend a lot bigger segment of his advertising dollar talking not only about the quality of his product but also about its relative economy compared to other beverages? After all, let's not forget that our friend, the ultimate consumer, drinks coffee by the cup and not by the pound.

the challenge of quality, price, volume

By MARK M. HALL San Francisco Representative
Coffee & Tea Industries

The challenge to the coffee industry today is to survive and yet maintain quality, to ride the storm and remain afloat in the struggle between the forces which lead to higher prices, and those of the public resisting these prices.

The roaster knows what to buy to make for quality, but can he afford to do so? Certainly there has been some shifting of grades and sources of coffee, but always with an effort to maintain the quality of the original blend.

A roaster may have spent years in advertising and carefully selecting his grades in order to maintain the customers' demand for his coffee. In the recent upsurge of prices he has seen the public lose this loyalty to a brand and shift from one roaster to another whenever the special discount was offered in the grocery store. This practice may now be corrected, with the new law in California, compelling a six per cent mark-up in a store. However, it did find the public ready to switch on price, and discarding favorites for a few nickles or even pennies.

Will this lead to a breakdown in brand preference and public taste, and adjust the public to the acceptance of inferior coffee in a section of the country traditionally known as a leader in quality coffees?

The challenge of the coffee industry, particularly on the Pacific Coast, is to continue to make the public conscious of quality, and to acquaint it with the problems of the trade. The resistance to high prices is keener when the public believes that the roaster is responsible. Educating the consumer on the fact that high prices today are determined by green prices and not the roasters would do much to increase good will. Build up brand loyalty by advertising and publicity which lets the public in on the roasters' problems. After all, coffee prices are not out of line with the rise in other food commodities.

Actually the consuming public is spending less take-home pay for coffee than it did before the war. Does the public know it? The industry cannot allow resentments to build up. There are too many other substitute drinks threatening to change public taste.

Instant coffee offers a challenge to the smaller roasters.

(Continued from page 67)



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the challenge to coffee in the Midwest

By ROBERT SWANSON, President
Chicago Coffee Association

As usual, we're having very unusual times in the coffee industry.

Six turbulent months' events included: Ceiling removal; two major changes in Brazil's exchange regulations; and most drastic, the July 4th frost.

These were the dominant market influences during the period, and yet three of them were "artificial" factors created by more or less unpredictable governmental acts, and the fourth was a caprice of nature. Rather than study supply and demand factors, it seems a coffee man might do equally well at predicting market movements by studying the Daily Racing Form.

The editor of *COFFEE & TEA INDUSTRIES* has asked for comment on recent developments in the Chicago area. Reflecting on the subject, one is impressed with how little there is in the coffee business that is of purely local character. We bid for coffees in the same markets and much of the coffee sold in Chicago is distributed by organizations and brands with widespread, if not national merchandising coverage. Furthermore, the purely local companies find that our market problems are not much different than other regions.

The fairly uniform pattern of the coffee industry throughout the country provides an excellent atmosphere for effective work by the National Coffee Association, and makes it possible to provide a national convention of dynamic



interest to every coffee man in the United States.

Like other coffee men of the nation, we in Chicago watched with interest the delaying action of the advertised brands in their battle against the bogey-man—the \$1.00 price tag.

We may never find out if that bogey-man had teeth. Barzil's deflation of the coffee market by the October 12th devaluation may have avoided the test of the psychological sales barrier which presumably exists when you put coffee in the three-figure class.

Coffee's biggest news break in Chicago came on October 9th, when most newspapers carried front-page human-interest stories and pictures predicting 15 cents per cup coffee prices. The well meaning restaurant association which inspired the articles intended to take the pressure off operators who might feel it advisable to raise the price of a cup of coffee. Chicago coffee men hope the publicity did something other than impress on people's minds that coffee is expensive.

A feature of the postwar development of the Chicago coffee trade deserves comment. In this period there has been an influx of younger men into the industry, and several young men have moved into top executive positions with various companies. In several cases this has been the passing of authority from one generation down to another. In other instances, young men have chosen coffee as a career. Usually they entered the trade through its prep school—the brokerage offices. It augurs well for the Chicago coffee trade that it has attracted young men.

Again this year, Chicago will be well represented at the national coffee convention. These men carry a message from the Chicago Coffee Association: "Our greetings to all the members of the coffee trade. Best wishes for a successful convention."

it's primarily a matter of price

By O. D. NORWINE, President
St. Louis Coffee Club

"The challenge to coffee in the Midwest" seems to me to be primarily a case of the producing countries partially pricing coffee off the dinner table, forcing the consumer into buying substitutes and lower grade coffees. Too many claims for stretching a coffee in the making, if followed by the consumer, tends to make a cup of coffee unpalatable to the real coffee lover, thereby hurting the industry.

There also is a temptation on the part of many roasters to risk questionable coffees to meet price competition, which does not help the situation. The coffee producers are not

as careful in the preparation of their coffees as formerly, which means added cost to the roaster.

In my humble opinion, the best thing that could happen to the coffee industry would be a decline of several cents per pound by the producer, so the consumer would more readily buy more and serve a better brew.

There are many retailers selling coffee below actual cost to keep volume up to what they feel it should be. The wholesaler and retailer as a whole are doing their part while facing a green market such as we have.

Coffee will survive and remain America's favorite beverage if we encourage sales of better coffees and encourage the consumer to use enough coffee to make a satisfactory

GREETINGS

*to the 1953 Convention
National Coffee Association*

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★ A Coffee Convention "Fact Reference" Feature

"50¢ a bag to meet the promotion challenge"

By FREDERICK KOHN, President
New York Coffee Roasters Association

The average roaster who imports, processes and sells his product in the United States is keenly apprehensive these days about the steadily mounting cost of green coffee, and of the strong possibility that retail prices per pound will exceed the \$1.00 mark.

He feels in his heart that the resistance of the consumer will be swift and decisive. Coming on the heels of what the average American considers unwarranted and repeated price hikes, many housewives will retaliate by turning to substitutes by using less coffee and more water, by eliminating waste (an important factor) and by simply doing without coffee entirely.

After all, it was not so many years ago that coffee was selling at retail for 35 cents a pound, and while the man in the street is willing to make allowances for the general inflationary spiral of recent years, the prevailing feeling is that coffee's rise has been disproportionate and unjustifiable.

Under these circumstances, all that is needed is a rash of adverse publicity to give coffee a set-back which may well take years to overcome.

The New York Coffee Roasters Association subscribes to the theory that low prices and high volume provide a healthier basis for the future of an industry than high prices and declining volume.

Our neighbors to the south might well consider the following long term platform:

1. Greatly enlarged research funds and facilities to improve the quality and the yield of coffee trees.
2. A 50 cent-per-bag appropriation on all coffee shipped to the United States to be spent in advertising aimed

at increasing the consumption of coffee. This should be done promptly, so that the effects of such increased advertising may be felt in 1954.

In the meantime, as far as the immediate problem of prices is concerned, it might be well to ponder the old proverb: "Chi troppo vuole niente ha!" (Who wants too much, gets nothing).

the challenge of quality, price, volume

(Continued from page 63)

The production of instant coffee requires a big investment in a plant. This is beyond the means of most of the roasters in the country. True, members of roasters have gotten together to build their own equipment, and it is possible to have ones own brand from some trade manufacturer of instant coffee. The growing consumption of instant coffee may offer a threat to the volume of an exclusive roaster of vacuum pack. Must he compete by having an instant coffee of his own, or can he combat the desire for convenience by stimulating a preference for real coffee taste and aroma?

If the time element is the challenge to the use of vacuum pack coffee, how can it be met? For the person in a hurry, rushing off to catch a train in the morning, the time taken for the preparation of fine drip would be particularly noticeable. Could a faster method be worked out? Is the coffee bag or something else the answer? The time element alone may be the thing which breaks down the lover of freshly ground coffee with all of its aroma and taste. If this is really a breakdown in taste, where will it lead to?

Another challenge to the coffee industry is the need to do everything possible to stabilize green coffee prices at a reasonable level. Higher prices pose a threat to the breakdown of public taste for good coffee. With a view to reducing the cost of shipping green coffee, suggestions

(Continued on page 145)

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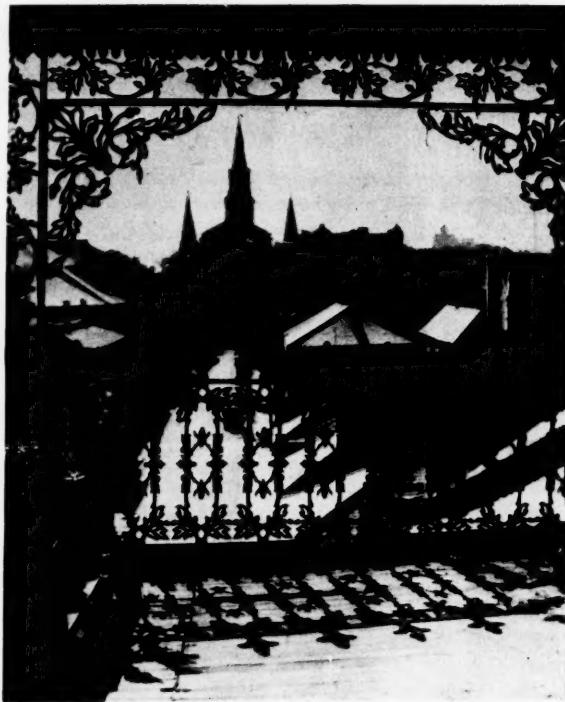
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Not that we'll be able to contribute as much as we'd like to. We don't know how the July frost will finally affect flowerings—nobody does.

But our Special News Wire will be installed again . . . and we'll have the full sale-to-sale story on coffee flashed to us through the day direct from New York.

So, if you want to keep in touch with market conditions, world news on coffee, what's happening—and why—we should be able to help.

Why not stop by anyway for a visit and pick up a copy of our latest study on coffee?

We'll be happy to see you, of course.



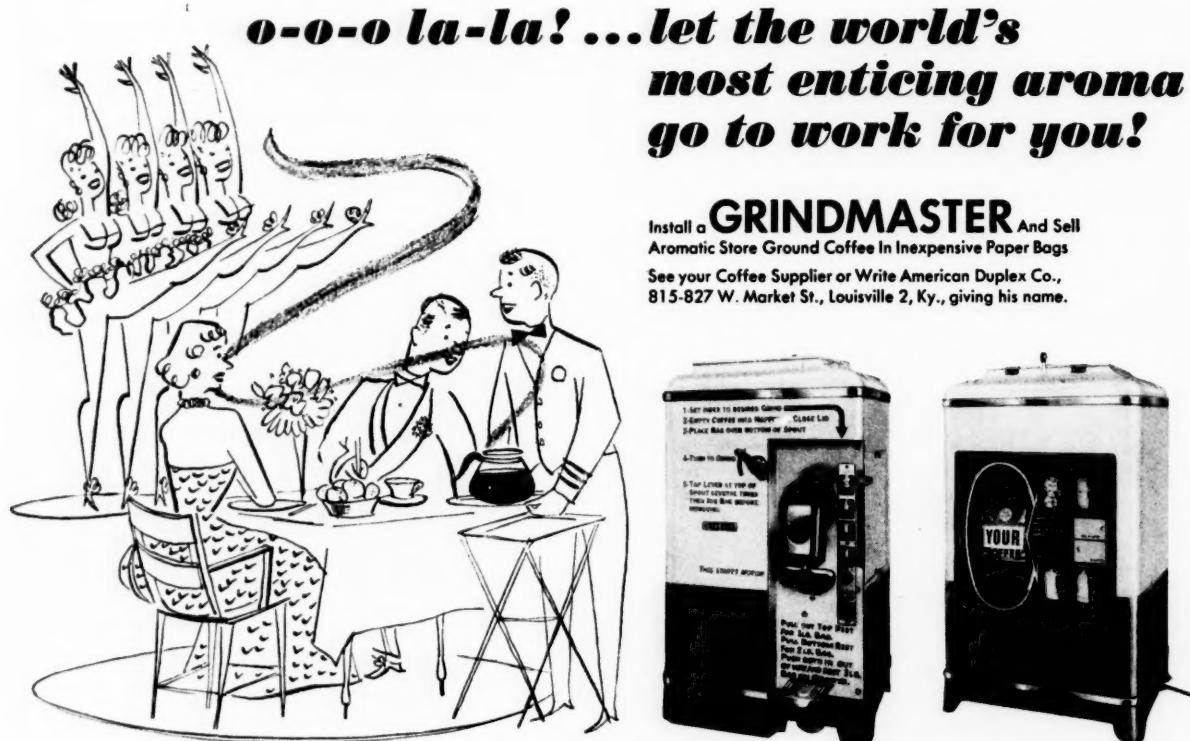
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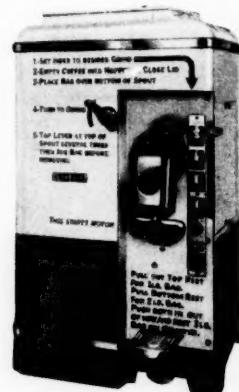
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★ A Coffee Convention "Fact Reference" Feature

the challenge to coffee plant equipment

"The trend is toward 'automaticity' and single-story plants"

By J. L. ROBINSON, Vice President
Jabez Burns & Sons

During the past year, the trend toward greater automaticity in plant operation has been particularly noticeable. Linked with a trend toward one-story construction of new plants, it has brought more and more integrated engineering to the industry, and the number of plants specially planned and completely engineered from receiving room to loading platform are on the increase.

In both one-floor and multi-story plants, the use of various types of controls continues to increase. Many of you have long been familiar with the automatic features inherent in the operation of continuous roasters. Also, in recent years, batch roasters have been made automatic—at least in part—by the addition of roaster controls.

Less well known, however are the possibilities of installing cleaning, blending, and storage systems which are largely automatic. From the point of dumping, through the cleaners, screens and mixers, into the storage bins, manual labor need no longer be used. Employment of bin signal systems, likewise, makes possible the automatic control of the flow of goods from bins, starting and stopping of elevators and conveyors, and centrally indicates the contents of bins at remote locations. Even ground coffee handling can be streamlined in similar fashion.

Dust and chaff removal systems are also becoming more of a necessity, and less thought of as something nice to have if there's any money left over. These systems, too, can be made automatic, with the dust and chaff from all sources being deposited at one central disposal point.

The challenge facing the coffee roaster as far as physical plant is concerned is clearly one of increasing efficiency—and cutting costs—by improving layout and making greater use of automatic controls. This may sound obvious, yet most of us from time to need to be reminded that we should take a new look at our plant and our methods of operation in the light of new developments or confirmed trends.

For instance, as long as coffee concerns participate in the more general relocation of industrial facilities outside, or on the fringes, of metropolitan centers, the trend to one-story construction will continue.

For a long time equipment for a small, one-roaster plant has traditionally been placed on one floor, with some use being made of the roof. Then, following the development of the continuous roaster with its horizontal movement of coffee throughout the roasting and cooling operations, one-



story layouts became more feasible for large scale plants. However, there still remained the necessity of utilizing too many ups and downs, too many elevators in order to achieve strictly one-story layouts.

The answer to this came in the form of the construction of a building which houses officers, receiving and shipping space, areas for storing green coffee, cans, containers and finished goods, green coffee cleaning and blending equipment and roasters, coolers, and sacking lines all on one floor. This has been accomplished simply by the use of a pit to permit dumping of green coffee at the main floor level and by adding a one-, two-, or three-level tower above the cleaning, mixing and roasting area. This tower allows space for adequate storage of cleaned and blended coffee awaiting roasting. Moreover, the tower makes possible the advantages of gravity flow of goods from grinding equipment through Trueflow Bins to the packing lines.

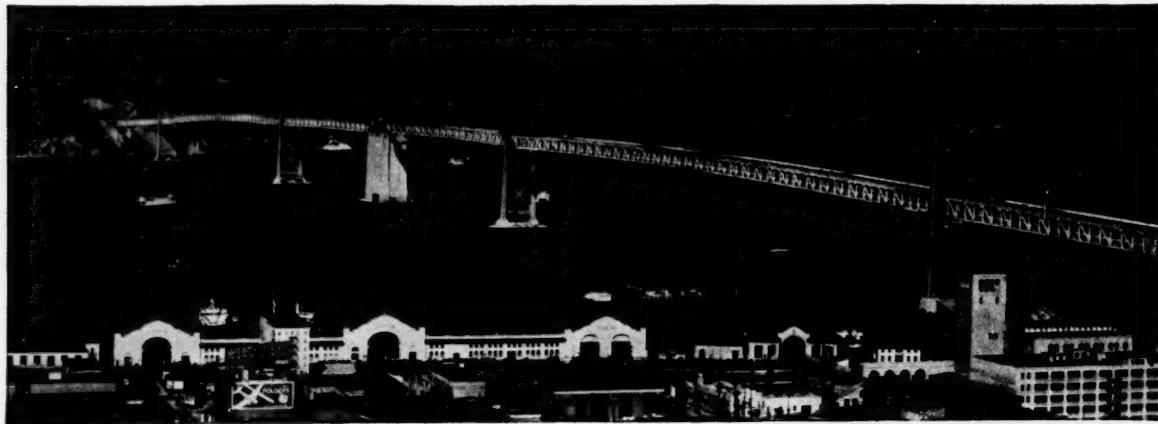
Such a set-up offers several advantages. First of all, there are the obvious savings in handling of raw and finished goods brought about by one-story layouts. Secondly, there is saving in labor costs made possible by centralizing the labor force on one floor. With automatic controlling devices and intelligent layout, virtually no regular labor is required in the tower floors. A third saving is achieved by the use of much cheaper construction for the tower than that of the main structure.

You may wonder whether or not your type of business and its consequent idiosyncrasies in processing may be adaptable to single-level operation. The best answer to that question is that Jabez Burns has recently designed two one-story—with tower plants for companies whose requirements represent virtually the two extremes in the trade. One is a concern producing one blend in one package, while the other is a company with several blends and many types and sizes of packages. Yet, from the outside, the two plants can hardly be told apart!

Thus, good plant engineering can develop a plan which gives maximum efficiency for any style of coffee processing, while retaining the advantages of one-story operation.

In a talk last year on the subject at Boca Raton, I included a statement to the effect that multiple-story plants can be equally efficient as far as equipment layout is concerned. Furthermore, they are absolutely necessary where the cost of real estate is high, and they will undoubtedly continue to be built in congested areas.

My main point in stressing the trend toward one-story plants is that they are definitely here to stay—for reasons mentioned above and because of advantages which accompany location in less congested areas.



The San Francisco-Oakland Bay Bridge
Longest in the World

GREETINGS FROM THE WEST COAST

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J. ARON & CO., INC.
GREEN COFFEE IMPORTERS
242 California Street
San Francisco

BEAR AND GARRIGUES
CERTIFIED PUBLIC WEIGHMasters
SPECIALIZING IN GREEN COFFEE
104 Commercial St., San Francisco 11

BREAKFAST CLUB COFFEE, INC.
1200 No. Spring St.
Los Angeles 12

BUNGE CORPORATION
COFFEE IMPORTERS
San Francisco New York

BURTON, PARTLAND & CO., INC.
CERTIFIED PUBLIC WEIGHERS SINCE 1914
Carloaders Reconditioners
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C. G. CAMBRON CO.
BROKERS—AGENTS
210 California Street
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GEO. W. CASWELL CO.
COFFEE ROASTERS
642 Harrison Street
San Francisco

WELDON H. EMIGH CO., INC.
SANTOS—MILDS
150 California St.
San Francisco 11

FARMER BROS. COMPANY
ROASTERS & PACKERS
3828 South Main Street
Los Angeles 37

GRACE & CO. (PACIFIC COAST)
2 Pine Street
San Francisco

HAAS BROTHERS
COFFEE IMPORTERS SINCE 1851
230 California Street
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D. HECHT & COMPANY
CRUDE RUBBER AND FOREIGN PRODUCE
510 Battery St., San Francisco

HILLS BROS. COFFEE, INC.
COFFEE ROASTERS
San Francisco, Calif.
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JOSEPH G. HOOPER Jr. CO.
GREEN COFFEES
203 California Street
San Francisco

HUGGINS-YOUNG CO.
ROASTERS & PACKERS
Los Angeles 14, Calif.

GREETINGS
B. C. IRELAND, INC.
225 Front Street
San Francisco

LEON ISRAEL & BROS.. INC.
COFFEE IMPORTERS
Brazil — Colombia
160 California Street
San Francisco 11, Calif.

G. W. KONIG & SON
CERTIFIED PUBLIC WEIGHMASTERS
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HARRY D. MAXWELL
AGENTS—HARD & RAND, INC.
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W. L. McCLINTOCK CO.
BROKERS, COFFEE, SPICES
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W. J. MORTON, INC.
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180 S. Central Ave., Los Angeles (12)

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COFFEE IMPORTERS
461 Market Street, San Francisco

GREETINGS
TO THE N.C.A.

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203 CALIFORNIA STREET
SAN FRANCISCO 11, CAL.

S. F. PELLAS INC.
104 FRONT STREET
NEW YORK 5, N. Y.

Agents in all the Americas
Since 1923

Greeting to our friends of the
coffee trade and best wishes for
a very successful convention at
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Coffee

NEW YORK

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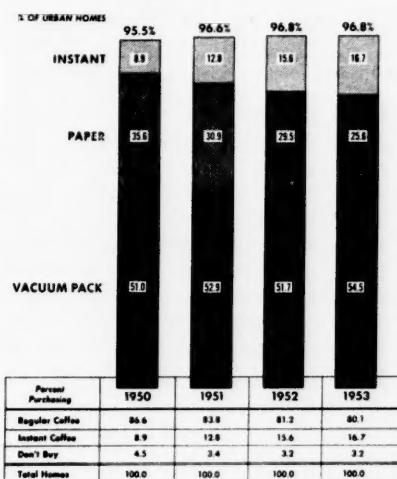


*She economizes with the best!

★ A Coffee Convention "Fact Reference" Feature

COFFEE CONTAINER PURCHASING HABITS

Based on last purchase for urban homes



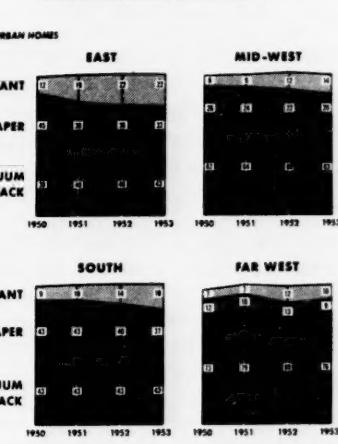
WHAT HOUSEWIVES IN 16 MAJOR MARKETS

THINK "VACUUM PACKED" MEANS



COFFEE PURCHASING HABITS BY GEOGRAPHIC AREAS

Based on last purchase for urban homes



the challenge facing coffee cans

By GEORGE U. BAYLIES, American Can Co.

One of the most significant developments in retail merchandising during the past half century is the increase in the sale of food and related products in disposable metal containers packaged at the processing plant.

This method of merchandising has sold itself because of its many advantages, including sound economics, public health considerations, convenience and quality. Such an evolution in marketing of products in metal cans—a per capita increase of 600 per cent in 50 years—could not have been achieved by mere novelty, advertising or artificial sales stimulants.

The collar-type, key-opening vacuum-pack coffee can introduced by the American Can Co. 30 years ago has contributed most substantially to this retail merchandising trend. The vacuum-pack can continues to meet the challenge of many diverse types of packaging that have been introduced during the past several decades.

In fact, the production of vacuum-pack cans by the entire industry for coffee alone is expected to reach a record-breaking total of more than 1,000,000,000 pounds in vacuum cans by the end of 1953.

This trend in the growing popularity of coffee in vacuum-pack cans is further documented by a survey just released by the American Can Co. on coffee purchasing habits. This

study, prepared by the Psychological Corp., shows that 54.5 per cent of U. S. urban families now purchase vacuum-pack coffee in metal cans. The figure was 51.7 per cent in 1952, and 51 per cent in 1950. The 1953 gain over the preceding year is considered substantial in view of the contemporary increase in use of soluble coffees.

The four-year Canco study, conducted by having 10,000 home calls made in 125 U.S. cities covering four socio-economic groups, reveals that per capita gains in vacuum-packed and soluble coffees were made at the expense of coffee packaged in paper containers. The 1953 level of coffee in paper hit a new low of 25.6 per cent—a 25 per cent drop from 1950. The study also showed that 3.2 per cent buy no coffee at all, which is a one-quarter drop from 1950.

It must be noted, however, that this home market test is based on the urban housewife's buying behavior on the occasion of her last coffee purchase, so the findings reflect habits instead of sales volume or consumption. The study indicated, however, that urban housewives today favor vacuum-packed coffee two to one over coffee in paper containers.

The housewives surveyed were asked the following question in the study: "What do the words 'vacuum packed' on a coffee can have a significant meaning to you?" The question was asked of all housewives interviewed regardless of their coffee-purchasing pattern.

The replies indicated that the words "vacuum packed" on a coffee can have a significant meaning to 80 per cent of the women. Forty per cent understood the phrase to mean "airtight" (packed without air, properly sealed, tightly

★ A Coffee Convention "Fact Reference" Feature

closed, etc.), 36 per cent "freshness and flavor" (keeps it fresh, doesn't go stale, keeps flavor, better aroma, etc.), and four per cent "good, pure product." (see Chart "B".)

Most of those housewives who did not know the meaning of "vacuum packed" were in the low-income categories.

In analyzing the coffee purchasing habits for the years 1950 to 1953, four geographic areas were used. The instant coffees made headway during the past year in the Mid-west and South. In the Eastern cities, where the instants had taken hold earlier, no further progress is recorded since 1952. The Far West, always the vacuum can stronghold, continues heavily in favor of this container with 76 per cent of its total. All told the vacuum-packed coffees are holding at high levels in all areas. (See Chart "C".)

Another feature of the studies showed the purchasing pattern for 16 major metropolitan markets of the United States—cities that account for over 40 per cent of total U. S. families. Here again coffee buying habits in large cities conformed to regional patterns with Denver (86 per cent), Los Angeles (74 per cent), San Francisco (73 per cent), Seattle (72 per cent) and Chicago (74 per cent) leading all other cities in preference for vacuum packed coffee. (See Chart "D".)

The evidence of this most recent survey, coupled with the trend in production of all coffees over the years, makes the vacuum-pack can stand out as a challenging force in the packaging field.

The 1935-39 average of total roasted coffee was estimated at 1,544,428,000 pounds, of which the industry-wide average production of coffee in vacuum-pack cans over the same period was 331,490,000 pounds—or 25 per cent.

In 1952 the total of all roasted coffee was estimated at 2,252,627,000 pounds while coffee in vacuum-packed cans was 893,517,000 pounds—or better than 35 per cent of the total—the equivalent of a 10 per cent gain over the 1935-39 period.

Figures for total roasted coffee also include those for institutional use.

Other industrywide figures show that during the first six months of 1953, the use of vacuum-packed coffee stood at

COFFEE PURCHASING HABITS IN 16 MAJOR METROPOLITAN MARKETS

Based on last purchase • Combined Studies 1952-53

| S. OF CITY HOMES | VACUUM PACK | PAPER | INSTANT | |
|------------------|-------------|-------|---------|-----|
| BOSTON | 45 | 24 | 25 | 94% |
| NEW YORK | 41 | 30 | 21 | 97% |
| BUFFALO | 33 | 45 | 20 | 98% |
| PHILADELPHIA | 32 | 31 | 22 | 96% |
| WASHINGTON | 44 | 18 | 31 | 93% |
| PITTSBURGH | 35 | 45 | 14 | 98% |
| CLEVELAND | 33 | 37 | 28 | 96% |
| DETROIT | 65 | 15 | 15 | 95% |
| CHICAGO | 74 | 10 | 7 | 99% |
| MILWAUKEE | 54 | 29 | 12 | 95% |
| MINNEAPOLIS | 65 | 15 | 12 | 96% |
| DALLAS | 44 | 14 | 13 | 95% |
| DENVER | 44 | 11 | 1 | 96% |
| LOS ANGELES | 74 | 11 | 10 | 95% |
| SAN FRANCISCO | 72 | 10 | 13 | 96% |
| SEATTLE | 72 | 15 | 9 | 96% |

more than 500,000,000 pounds—almost a 100,000,000-unit (measured by one pound cans) increase over a like period in 1952.

In viewing the coffee situation from both long range trends and current purchasing habits, it would appear that the vacuum-pack coffee can has virtually become symbolic as a "brand name" to purchasers throughout the country.

The vacuum-pack coffee can and its many counterparts packaging peanuts, shortening and a host of other products, has played an important role in meeting the demand of packers and consumers alike. From present indications, there seems to be no reason why the trend in the use of this type of can will not continue indefinitely for the factory packaging of coffee as well as other products where freshness, flavor and quality are the outstanding requisites on the market.

the challenge of clean coffee

More than a century ago, a namesake of mine named Charles Fairbanks wrote that: "Cleanliness is a great virtue." If I, as a green coffee man, were to presume to add a footnote to literature, I would add the words, ". . . it's good business, too."

No thinking coffee man needs to be told that the advantage of insisting upon a clean bean, as free as possible from extraneous matter, is not merely psychological. Clean coffee, from which dust, stones, sticks, etc., have been removed, is coffee that will move faster to roaster markets, immune from the multiple costs of detainment.

The restaurant that serves a lipstick stained cup of coffee is not going to have too many come-back customers. And the importer who is lax about state-side inspection certainly won't have to barricade his office door against repeat buyers.

I believe that all coffee men are interested in knowing

By CHARLES F. SLOVER, Chairman
Food and Drug Committee
National Coffee Association

what N.C.A.'s Food and Drug Committee is doing to solve, and perhaps eventually eliminate, the problem of unclean shipments entering this country.

The committee, comprised of Milton J. Ruth, George E. Kimpel, T. C. Scull, and myself, have held many meetings during the past year. Our principal objective has been to find a machine which will clean detained coffee so that it will meet the standards of the Food and Drug laws. Our search is still underway.

In our efforts to develop such a machine, we have had the help of the Jabez Burns & Sons, Inc., officials and the ex-

(Continued on page 144)

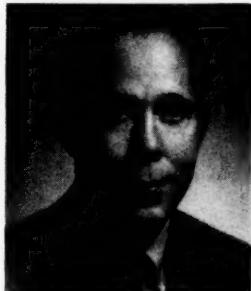
the challenge to coffee in paper bags

By J. P. DUFFY, Director of Flexible Packaging Sales
Union Bag and Paper Corp.

Back in 1902 Union Bag pioneered a package that made history in the coffee industry—the first fancy duplex bag to be machine made from a roll of paper. Today, over 50 years later, it is estimated that more than 75 per cent of all coffee packaged goes into paper bags! A startling figure perhaps, but not when you consider that coffee bags have a place in every market where coffee is sold. These include the retail store, home service delivery and the ever-expanding restaurant market.

One good reason for this high percentage of bag-packed coffee is, of course, the low cost of the container. Also, with today's high freight rates, coffee bags, packaged in master shipping containers, save shipping and handling costs. These economies enable the roaster to lower his price to the consumer, which is an important consideration with current high living costs.

In addition, the coffee roaster gets other benefits. Union, for example, doesn't just sell coffee bags; it offers a complete packaging service for the coffee industry. One instance is help in designing the package. We offer this service without charge or obligation to our customers. As our package design department is rich in food packaging experience, these design suggestions may well increase the



sales impact of the container.

Once settled on the choice of design and colors we then study the roaster's packaging equipment to better determine the bag's construction. Our manufacturing facilities make it possible to meet these specifications exactly and to guarantee trouble-free packaging in the roasting plant.

Production help is another example of this trend toward complete packaging service. Trained packaging specialists are available upon request. These men study the roasters packaging operation and offer tested methods for making it more efficient. They also point out ways to save through better packing and delivery practices.

But along with these services, our staff constantly works to improve the package itself. It's our belief that a good bag can always be made better. For instance, one of our more recent refinements is a heat-sealable closure. This consists of a thermoplastic band applied around the inside mouth of the bag during manufacture. This type of closure is more economical than a tin-tie closure for ground coffee, and makes a tamper-proof package.

Another improvement is an automatic bottom construction for our master shipping container. This opens readily for filling and gives the finished shipping unit a carton-like appearance.

The choice of papers, ink and construction features which go into a coffee bag naturally depend on the roaster's packaging equipment and his method of marketing. Figuratively speaking, we blend the bag to the roaster's taste as the roaster blends his coffee to the consumer's taste.

the challenge to those who don't store-grind coffee

By R. L. SCHUHMAN President
American Duplex Co., Inc.

When Bernie Sachs asked me for an article for this issue, he suggested the title, "The Challenge facing store grinding of coffee".

Because the challenge, actually, is more to the "do nots" than to the "dos", I have (and I hope Bernie approves) taken the liberty to change the title as above. It's much more pertinent!

With coffee prices high and very likely to remain so every penny that can be cut from cost without sacrifice of quality means a distinct competitive advantage. The store equipped to fresh grind lets nature protect the coffee's freshness in the whole bean until time of sale, and thus can safely use an inexpensive paper bag instead of a container costing three odd cents more per pound.

Definitely, there's a challenge to the "do not" retailer to successfully and profitably compete with a "do" retailer whose cost price is several cents less per pound for the same coffee!

The "do" store has that "heaven scent"—the wonderful, appetite whetting aroma of freshly ground coffee. This silent salesman not only reminds the store customers to buy coffee, it also induces a pleasant feeling and a desire to obtain other foods as well. The old adage, "The more coffee you sell, the more groceries you sell" is fact, not fiction.

The Brewing Committee of the National Coffee Association, the U. S. Bureau of Standards, any coffee expert, and every lover of coffee will attest there's a specific grind analysis to give best results in each of the four most popular brewing devices—vacuum, drip, percolator and open pot. If the grind is too fine for any one of them, sediment and

(Continued on page 144)



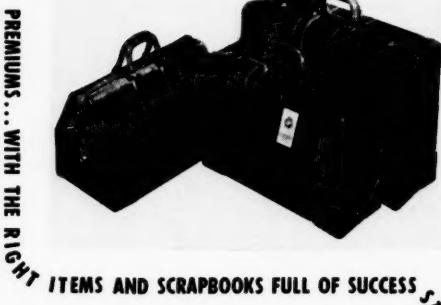
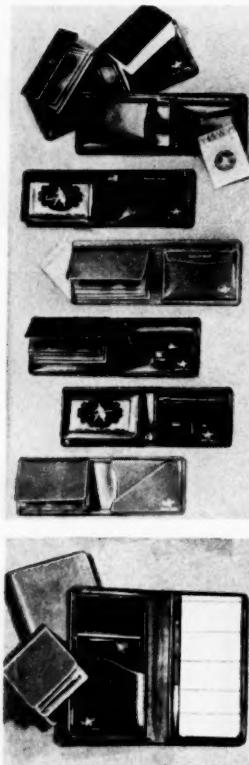
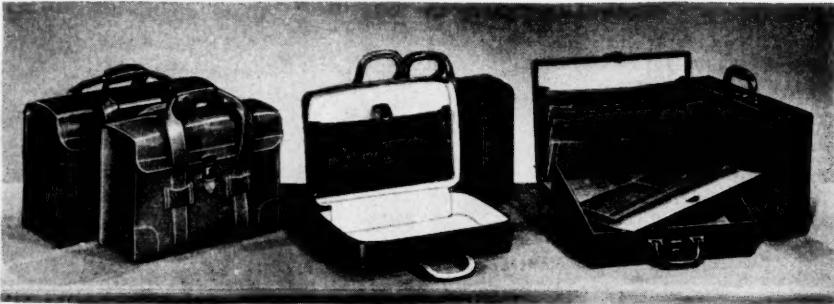
PUZZLED ABOUT SUCCESSFUL PREMIUM PROMOTIONS

?

... DON'T STAND ON YOUR HEAD TO FIND PREMIUMS THAT

DO THE TRICK. YOUR SOLUTION IS

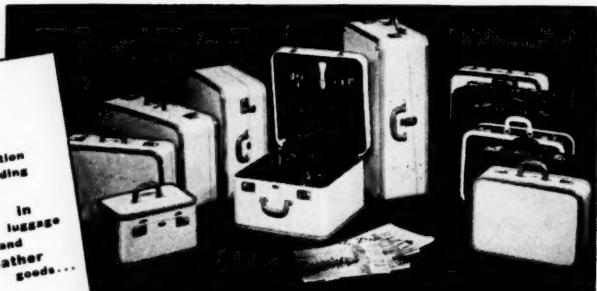
TOMMY TRAVELER... THE "PRIME SOURCE" FOR



ITEMS AND SCRAPBOOKS FULL OF SUCCESS

SOURCES

WITH AMERICA'S TOP FIRMS. PROMOTE WITH CONFIDENCE. PROMOTE WITH QUALITY. PROMOTE WITH TOMMY TRAVELER.



WRITE FOR YOUR FREE COPY OF OUR BRAND NEW, FULL COLOR CATALOG

It's chock full of exciting premium ideas!
It proves why... when you think of leather, you should think of Tommy Traveler!

Brecher Brothers, Inc.,

Manufacturer of

"Tommy Traveler"

38 West 32nd Street,

New York 1, N.Y.

the premium challenge in the food field

By GORDON C. BOWEN, President, Premium Advertising Association of America, Inc.
President, The Premium Service Co., Inc.

In merchandising coffee there is stiff competition. In part it lies between the retail stores and the home service companies.

But there is a common denominator in this phase of the competition, and that is premiums.

The same compelling influence that draws trade to the retail stores wins trade for the home service companies.

It is fitting, then, that we should stop and consider the functions of premiums as a business builder.

Premiums are a form of advertising. The association of which I am president is a departmental member of the Advertising Federation of America, that great organization that embraces all recognized forms of advertising. Therefore, premiums, as a form of advertising, stand on the same high, ethical and legal plane as do any of the others. Consequently there is no need to apologize for the use of premiums any more than there is for the use of radio, TV, newspapers, magazines, direct mail or any of the other forms that recognized advertising takes.

Premiums have the distinction of being the only form of advertising that returns to the customer advertising is supposed to reach, and influence, anything out of the advertising appropriation—and that's where the premium cost comes from. In the past year there was returned to the customers of the products with which premiums were offered merchandise worth at least two billion dollars, based on normal *retail* values.

The premium users of the country spent for their premiums, *at large quantity prices*, over one billion dollars, and this year the total bids fair to reach one and a third billions. The growth in premium volume is due to the public's acceptance of this form of advertising.

The real function of the premium is to attract patronage, not just once, but to create steady buying, whether in a store or from the wagons of the service companies. It is done by channelling back to the customer, whose patronage pays for all advertising, a part of the advertising appropriation. It is done by the use of premium coupons, trade cards, advance premiums or the self-liquidating offers that bring news of other premiums through continued patronage.

The cost of these expedients for continued patronage is far less than that of the current 10-cent, 15-cent, or 20-cent coupons now being so widely distributed, that allow these



amounts off the regular purchase price of the items promoted.

Take the case of the common 10-cent coupon. It turns out that one half of those redeeming them are already customers of the product, so it costs 20-cents to reach the new customers. Add to that the two cents allowance usually paid the dealer for handling those coupons, and we have a 22-cent cost to reach those new customers who, like all others, are exposed to any and all other offers by other manufacturers.

Contrast that situation with that of the housewife who has saved half the number of coupons, or accumulated a goodly part of her trade cards or cash register receipts, or has traded out half on her advanced premium. She is immune to competitive offers. Her patronage is secure to the end, and then there'll be another offer to keep the chain of patronage unbroken.

As against the cost of the free coupons for 10, 15, or 20 cents, compare the redemption cost of the premium coupons, per sale—which rarely runs over two cents—or the premium allowance on trade cards or cash register receipts, or other forms, such as the advance premium. Economy in advertising singles out the sustaining plans. No wonder there is such a decided trend toward those types of offers!

Another thing about the premium offer that is built to create successive sales is the fact that it is usually something in the home that comes in contact with all the members of the family to remind them of all the other premiums that may be had if one keeps on buying the product. If premium coupons are used, then there is probably a premium list, folder or catalog which illustrates and describes the premiums and tells how many coupons are required for each. The trade cards or pile of cash register receipts tell how much more patronage is needed before the wanted premium can be possessed. The card on which the credits on the advance premiums are listed tells its own story—just how much more until that premium is paid for and another can be had. The circulars that come with the self-liquidating offer tell of other premiums that are available. And then the sides of the packages often tell their story of the premiums that await consistent purchasers.

Nowhere else in all the range of advertising are there such constant reminders that reach every member of the family practically every day. Nowhere else are the different members of the family given so many incentives to buy the premium-carrying product, incentives that project the buying urge from week to week and month to month.

Let us look at the cost of premium advertising—premium use. The unique thing about it is that if there is no sale, there is no premium cost. Not only that, if the saved

(Continued on page 144)

NOBODY HAS AS MUCH EXPERIENCE AT MOLDING POLYETHYLENE AS

TUPPER!

The logical molder for you to consult regarding that product or package of yours which is to be made of polyethylene is Tupper. Tupper has done more than any other molder to make molded polyethylene a practical reality.

Aside from having designed, patented, and promoted successful seals, closures, and dispensers for polyethylene containers, the Tupper Corporation has vast experience in *every phase* of polyethylene packaging and polyethylene injection molding. This experience will be of major importance in improving your product, in reducing your costs, when Tupper goes to work for you.

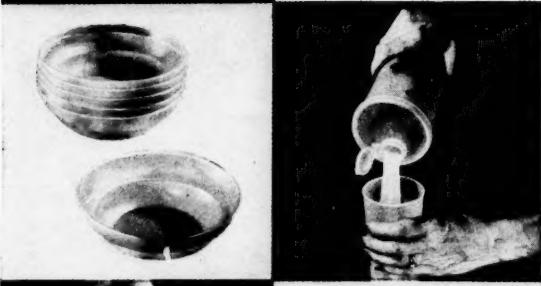
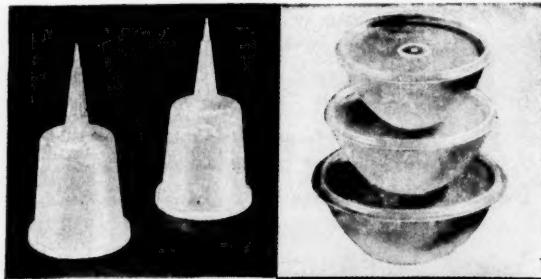
Tupper's combination of experience, technical ingenuity, and the most modern equipment is at your service for the custom molding of your product in polyethylene. You can do no better than the best ... and the best at molding polyethylene is Tupper!

TUPPER!
TRADE MARK

TUPPER CORPORATION

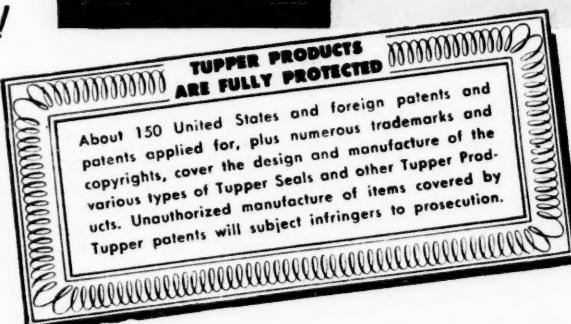
Manufacturers of — CONSUMER, INDUSTRIAL,
PACKAGING AND SCIENTIFIC PRODUCTS

Factories, Laboratories and Sales Offices:
Farnumsville, Mass., Orlando, Fla., L'Epiphany, P.Q.
Showrooms: 225 Fifth Ave., N. Y. C.



Tupper Seals are air and liquid-tight flexible covers. The famous Pour All and Pour Top covers are designed for easy dispensing. They are made in sizes to fit all Tupperware containers.

When equipped with Tupper Seals, Tupper Canisters, Sauce Dishes, Wonder Bowls, Cereal Bowls and Funnels in various sizes are the most versatile reusable containers you have ever seen.



the coffee challenge on the wagon routes

By CLARENCE A. FRANKENBERG, Sales Manager, Imperial Tea Co., Harrisburg, Pa.
Past President, National Retail Tea and Coffee Merchants Association

I am sure that most of us in the "Direct to the home service industry" will agree with me when I say that this challenge—"The challenge facing coffee on the wagon routes"—should be reversed. It should read: "The challenge facing the wagon route industry with the high price of coffee today."

Coffee is the backbone of our home service industry.

I emphasize that saying. It is not original with me but has been expounded continuously by the best and most outstanding leaders of our industry since the time of its inception.

Try as we will to find another product to take its place, the fact remains that coffee is our best entree into the home. Coffee is a consumption item and is our main reason for calling every two weeks at each customer's home. When we service a customer's home with coffee, we are accepted and welcomed in that home. This gives us an opportunity to expose our other products and household merchandise for their consideration and patronage.

At the present time, every home service operator is faced with the challenge of maintaining his coffee sales in spite of the low mark up he is forced to place on coffee and stay in business. Not only has the cost of coffee risen in leaps and bounds, so has the cost of delivery, which includes route men's salaries and commissions as well as the cost of delivery trucks and maintenance.

I venture to say that today many in our industry are handling coffee at either an extremely low profit margin or at just an even break. In several cases that I know of personally, coffee is actually being sold at a loss.

We are willing, however, temporarily to put up with this condition if we can sell enough of our other products and household merchandise at a legitimate profit to overcome this sad situation.

Personally I feel that any operator who attempts to tamper with his coffee service is making a grave mistake. In our industry, we are in the enviable position of being able to give Mrs. Housewife complete coffee service. When I say complete coffee service, I mean complete coffee satisfaction. Here are the reasons why:

1. We are in a position to select good coffees and develop a blend that we know will satisfy the people in our locality.
2. We are the only method of distribution that can deliver coffee one day fresh from the roasting ovens direct to the home.
3. We enable Mrs. Housewife to keep our coffee fresh in her home by means of our airtight automatic coffee dispensers. These we place in each customer's home as a premium which is part of our coffee service.
4. We give her as a premium a fine modern utensil with which to brew her coffee and receive the greatest amount of pleasure and taste satisfaction.



A father and son team. The Frankenbergs at the last National Retail Tea and Coffee Merchants Association convention.

5. We give her personal, expert advice and instructions in proper brewing of our coffee. We place emphasis on economy of getting more cups to the pound, but not to the extent of sacrificing quality.
6. Climaxing all this, we give the homemaker the additional security of a moneyback guarantee should we fail completely to please and satisfy her family's taste for good coffee.

In my opinion, the use of cheaper and inferior grades of coffee, fillers, cereals, stretches and what not, is positively the wrong method to meet today's challenge of higher prices for quality coffee.

Certainly we handle instant coffee. It is inevitable that the tremendous impact of national advertising of the various brands of instant coffee would have its effect on a certain percentage of our customers. For those who insist on it because of its convenience, we have our own brand of pure instant coffee. This also we handle on a low mark-up basis which is highly competitive.

Surely from a demand or consumption stand point there is no challenge to coffee. Coffee is more popular as a beverage today than ever before. At about two cents per cup, it is still the lowest price food on any family's table.

If we maintain our high quality standards and continue our policy of complete coffee service, those of us in the home service industry need have no fear for the future. We will get our rightful share of the business and continue to grow.

Cardinal Coffee trade-mark assigned

The trade-mark "Cardinal Coffee," has been assigned to the Hale Halsell Co., McAlester, Okla., by the secretary of state of Texas.

*For a Premium
that will profitably increase sales*

choose

Colorful — Absorbent
MUSCOGEE TOWELS and WASH CLOTHS

Every member of the family uses towels and
wash cloths; and the demand is universal.

We invite your inquiry

**MUSCOGEE MANUFACTURING COMPANY
COLUMBUS, GEORGIA**

Established 1867

for premiums • awards • prizes • special gifts • promotions and incentive plans

Helbros

GETS THE RESULTS
YOU WANT

WORLD FAMOUS

HELBROS WATCHES ARE PRE-SOLD

BY NATIONAL ADVERTISING

- ★ LATEST STYLES
- ★ PRECISION ACCURACY
- ★ UNCONDITIONAL GUARANTEE
- ★ HIGHEST VALUE AT LOWEST COST
- ★ SUCCESSFUL RESULTS

Call, wire, or write for quantity prices
and complete details

All watches
are beautifully
gift boxed



THE CORRECT WATCH FOR THE CORRECT TIME
HELBROS WATCH CO., INC. 6 WEST 48th ST. • NEW YORK 36, N. Y.

the premium challenge to coffee roasters

By DONALD R. GRIMES, President
Independent Grocers' Alliance

This article is from the report on premiums in the food field presented by Mr. Grimes at the recent Premium Advertising Conference of the Premium Advertising Association of America.

Premiums have played an important role in the activities of IGA, and from where we sit at the present time it looks as though they are going to continue to be used at even a greater rate than ever before.

May I first briefly tell you something of our organization. IGA is an organization of wholesalers and retailers who have joined forces to provide the consumer with the finest quality merchandise at lowest possible prices through co-operative effort in buying, merchandising and selling. IGA has been in existence for 27 years and has withstood the test and strain of time, as well as the clashes of individualism.

There are more than 5,000 IGA retailers buying from 75 distribution points in 38 states of the United States. Every retailer who belongs to our organization is an individual. He owns and operates his own store, but understands the power of cooperative effort, which has resulted in the lowest possible operating cost at the wholesale and retail levels. The wholesaler's operating costs have been reduced in the last 15 years from about 8½ per cent to less than 4 per cent of sales. The retailer's operating costs have been reduced from 17 or 18 per cent to about 10 or 12 per cent—in that same period.

This has all been accomplished because the wholesaler operates on a fee system. Briefly, this system works this way: The wholesalers no longer have salesmen. They provide printed order forms which are delivered to each retailer so that he can prepare his own order and send it in to the wholesale house at specified times.

The order form contains the wholesalers cost—the retail price that competition is getting for the item—and the gross profit the retailer makes on the item. The items on the order form are arranged to conform to the placement of the merchandise in the warehouse, so that the selection of merchandise by warehousemen is more efficiently accomplished. Since the order form has the costs already printed on it, there is no need for further costing of orders. The simple total obtained from adding machine tapes is all that is necessary to arrive at a total upon which the fee is based.

As the retailer purchases more each week, the dollar cost



goes up slightly, but the percentage the retailer pays goes down. For instance, if a retailer buys \$500.00 worth of merchandise from a wholesaler, his fee is \$25.00, or 5 per cent. If he buys \$1,000.00 worth of merchandise, his fee is \$35.00—or 3½ per cent. This system encourages him to buy everything from one source of supply.

The retailer agrees to help unload the truck when it arrives at his store, which makes possible one truck leaving a warehouse today with two or three orders on it, and sometimes single orders, instead of 40 or 50. And many times these trucks deliver two full truck loads a day.

The retailer also sends in a blank check with his order and his check is deposited the day after delivery. This eliminates all necessity for a credit department, thereby reducing the wholesalers costs to the very minimum.

Since the retailer has been put into a position where he can buy merchandise as cheap or cheaper than the chains lay their merchandise into their retail stores, he no longer spends as many hours a day in buying that he used to, and thus devotes practically all of his time to selling.

In order to get the maximum volume, he operates on a cash and carry and self-service policy basis, to bring his operating cost down to the lowest possible point. This then brings the retailer and the wholesaler to the position where they think in terms of retailing and building volume.

Sales volume is the lifeblood of any business because there is magic in volume. It provides the dollars of profit and is the greatest single factor toward reducing operating costs, after operational efficiencies have been put into effect. That is why in the food business every effort is made to increase and maintain volume.

There have been many ways devised to get volume, but fundamentally the factors through the years which have proven most effective are, first, the right kind of a retailer operating the store. It is a truism that a retailer or store operator who is going to operate a successful store must have the desire to do so and the courage to do the things that will realize his desire. He must have the right kind of a store, and its location and layout are very important. The type and quality of merchandise that he sells influence sales tremendously.

The right price is also an important factor. A complete advertising program to attract people is necessary, and a program of supervision that will help direct retailers' activities and correct inefficiencies goes a long way toward realizing the desires of any aggressive retailer.

Through the years retailers at the independent and chain store levels have been improving these factors, to the extent that stores have gotten bigger—shopping centers have been developed to attract more and more people—the large super markets of today are capturing more and more of the food business—and the very small stores are either hanging

★ A Coffee Convention "Fact Reference" Feature

on by their fingertips or have already been forced to let go and are non-existent.

To be competitive is the objective of any good and successful retailer today, but the pressure of competition forces changes constantly and continually, to the extent that most of the large markets today are being developed in very similar manners. Merchandising programs are alike—the price of merchandise is about the same—the quality of merchandise sold is very similar—so that the chief influencing factors are either convenience, public relations, or friendliness of the store.

As the competition gets keener and more alike in its activities, new ways to stimulate sales must be developed. In the past wholesalers have had free deals and combination deals to try to influence a retailer to sell merchandise cheaper so that the consumer will feel that she is getting a better buy at one store than at another.

During the last few years stamp plans have developed rather rapidly in certain portions of the United States—Denver, for instance, Oklahoma, Texas. Stamp plans have attracted considerable attention, and as far as being sales stimulators, they have done the job for many retailers.

But here again, when everybody gets a stamp plan, the retailers end up giving away stamps, but the redemption costs run as high as 2-1/2 to 3 per cent of sales, which is just a little less than the net profit that a large independent retailer can make. Unless he has added many lines of non-food items, where gross profit is considerably more than

what he gets in groceries, this retailer will be exchanging merchandise for dollars without anything to show for it at the end of the year.

Premiums have been used for many years. It was learned a long time ago that the home-maker has always been interested in improving the appearance of her home and the standard of living of her family, and if she can buy items that will help her do this, at reduced prices as the result of stamp plans, coupons, premium programs, etc., she will be attracted to those stores that offer her these opportunities.

Premiums as such are getting into that category, as far as food retailing is concerned. The common type of in-store premium promotions have been the self-liquidating type, and those with punch cards were used with much success. However, in the self-service market of today, punch cards slow up operations and as a consequence have lost favor.

In our organization we have developed three types of premium programs.

1. *In-Store Premium Promotions.* Chinaware and silverware have been used extensively to stimulate sales. We have made wide use of trade stimulators as give-aways at store openings, and to new customers and new people coming into the neighborhood. Free balloons, orchids, etc., have been a very effective and low cost means of attracting consumers to stores and are used chiefly in opening sales or on special occasions.

The chinaware and silverware programs have been most effective. Recently in one territory the promotions were

STILL THE MOST WELCOME PREMIUM OF ALL!

Here's Premium Quality—at Practical Prices!

- RETRACTABLE
- BANKERS APPROVED
- WON'T LEAK
- WON'T SMEAR
- BEAUTIFULLY DESIGNED
- REFILLS AVAILABLE

MESSAGE
IMPRINTED
UP TO 4 LINES

SAMPLE DOZEN, \$3.50

WRITE FOR PRICES
ON QUANTITY ORDERS

Dept. CT-11

RAINBOW PEN CO.

487 BROADWAY

NEW YORK 13, N. Y.

YOUR ADVERTISING MESSAGE

Imprinted on hundreds
of low priced
give away
seasonal novelties
and advertising
specialties. Illus-
trated folder and
special introductory
offer sent free
on request.

M

O

S

IMOS SPECIALTIES

Dept. CTI
210 Fifth Ave.
New York 10, N. Y.

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designed to increase sales the first part of the week, thereby spreading the total volume over more days in the week, rather than having it concentrated on Friday and Saturday. As this particular program develops and continues to be as effective, the retail trade will be using it very extensively, because it has been the constant objective of retail operators to get more sales the first part of the week. Some enterprising premium house is going to come up with something better than china and silverware, and they are going to cash in on it.

The retailer and the wholesaler are not interested in carrying heavy inventories. They are not interested in premiums that have high cost factors—handling, breakage, etc. Nor are they interested in premiums that will interfere with their present sales efforts.

2. *Sustaining Premium Program.* We have developed over the years a sustaining premium program which has been most effective primarily because it keeps the retailers' interest up, day in and day out. This program is used to promote our own IGA branded items only. Arrangements are made with the manufacturer to buy at certain intervals merit point coupons which are placed in each case of merchandise. When the retailer opens the case, he takes the coupon and adds it to the others that he has been collecting. Usually he has his eye on some particular item that he or his wife or kids want. He is saving up for it, for he has selected this item from a catalog mailed to him twice a year at no cost.

The beauty of this program is that many items can be tied in on the plan at a very low cost per manufacturer. As a result, the retailer can redeem his coupons at more frequent intervals, thus maintaining his interest.

Redemptions of premiums in this particular phase of our activities have been increasing each year and have gone way over the \$100,000 mark. This same media is used in working special promotions or contests with retailers and supervisors, and even warehousemen, so that all personnel of wholesale and retail operations can participate in and benefit therefrom.

3. *IGA Premium Club.* We have been developing another program that looks like it has tremendous possibilities—our IGA Premium Club. We have been toying with this idea for several years, and recently we selected seven wholesale territories to "pilot" the promotion.

Three hundred thousand IGA Premium Club booklets, containing descriptions of well known premium items, were mailed out direct to consumers in these seven areas. Each store was also given 100 extra IGA Premium Club books for distribution at the point of sale.

The response was immediate, showing a great interest in this type of promotion. This is how it works. If a consumer looks at the IGA Premium Club booklet and decides that she wants to purchase an item that has, let's say, a retail value of \$36.95, she can obtain this item by sending in to IGA Premium Club Headquarters her cash register receipts from an IGA store totalling \$36.95, plus a check

(Continued on page 151)

THIS FREE CATALOG IS YOUR KEY TO INCREASED PROFITS!

500 Nationally-Advertised Products At NEW LOW PRICES BOOST VOLUME...BOOST PROFITS...NO INVESTMENT! HERE IS SENSATIONAL PLAN



500 PROFIT MAKERS

1. You take orders directly from our complete catalog.
2. We ship your order 48 hours after your order is received.
3. You make no investment for inventory except for display products you may wish to carry.
4. No losses. No markdowns on slow movers.
5. Your customers select what they want from more than 500 Nationally Advertised and Guaranteed products.
6. Our low prices give you increased profits.

7. No more lost sales, since we act as your warehouse to provide everything your customer wants and needs

These and many more profitable benefits are available to you when you adopt the New Merit Merchandising Plan.

SEND FOR FREE CATALOG
No Cost . . . No Obligation
NO SALESMAN WILL CALL

NATIONALLY-ADVERTISED . . . GUARANTEED

DORMEYER MIXERS & APPLIANCES . . . ARVIN APPLIANCES . . . GENERAL SLICERS . . . WEAREVER PRODUCTS . . . WAGNER SWEEPERS . . . DETECTO SCALES & HAMPERS . . . CASCO STEAM IRONS . . . SESSION CLOCKS . . . WEST BEND ALUMINUM PRODUCTS . . . BULOVA . . . BENRUS . . . GRUEN WATCHES . . . REMINGTON TYPEWRITERS . . . NATIONAL SILVER . . . CUTLERY . . . TOYS IDEAL DOLLS . . . WARING BLENDERS . . . TOOL KITS . . . ROTISSERIES . . . STEAM-O-MATIC IRONS These are only samples of the nationally advertised and guaranteed lines found in our new catalog. We have the merchandise for every need of your customers.

MERIT HOME PRODUCTS
107 MANHATTAN AVE., BROOKLYN, N.Y.

Merit Home Products Dept. C
107 Manhattan Ave.,
Brooklyn 6, N.Y.

Please rush your free catalog to name and address below.

Company _____

Address _____

Ordered by _____

Position _____

B&L PRESENTS...
The HIT PARADE OF
BEST SELLERS!!



VILLA
The **ORIGINAL**
FRENCH FRY POTATO CUTTER
with fully tapered and sharpened blades.
Gleaming Non-Rust Finish
Individual Multi-Color Gift Carton
MODEL 25 for 25 FRENCH FRY CUTS
MODEL 50 for 50 SHOESTRING CUTS

\$2.98
LIST

Salad
WASHING BASKET

Most
efficient and
time saving method
to wash Salads, Berries,
Vegetables, Unhinges for
easy storage.
Finish: Dipped in colorful neoprene
plastic, (Red, Yellow or White)

\$1.79
list.

SLICER-DICER



Nothing like it on the market to
slice and dice evenly, carrots,
beets, garlic, radishes, cucumbers
and other fruits and vegetables.
Made of Aluminum and Stainless
Steel, beautiful finish. **\$2.98** list

All Shipments Made from our N.Y. Warehouse

BELF & LUSTIG
SOLE UNITED STATES REPRESENTATIVE
23 PARK PLACE, NEW YORK 7, N.Y.

SENSATIONAL AS PREMIUM ITEMS

★ A Coffee Convention "Fact Reference" Feature

merchandising jobs that premiums can do

This basic review of what premiums can do is excerpted from an article in a Refresher Course series on merchandising devices which appeared in Printers' Ink, the weekly magazine of advertising, management and sales.

Why offer a premium at all? Why should anyone give something for nothing? What is gained by it? What specific circumstances call for its use?

The reasons are many. A check list of those found in the past follows, divided into: *general*; those affecting *consumers*, *dealers* and *advertising*; and *miscellaneous*.

GENERAL

To introduce new products

Purchasing something new and untried calls for breaking away from established buying habits or adding to those already formed. People are usually slightly curious about something new, and when that curiosity is given the added bait of a gift, hesitation about trying the new product is more easily overcome.

To open new territories

Since opening a new territory is similar, locally, to introducing a new product, the same reasons as above apply.

To build sales in particular areas

Where local conditions have created a difficult situation, one of the easiest ways of combating it is to offer a well chosen premium. This is true whether the situation is caused by competition, by local habit or by some other condition that applies to only one or a few localities.

To push slow-moving items

When some items of the line have made the manufacturer's name familiar, the slight push of a premium offer may stir up interest in other members of the same family that have not moved with the same speed as the leaders.

To meet price competition

When a price war seems to be impending, one means of accomplishing all that might be done by a price cut is to offer a premium. It corrects an undesirable situation. It makes a necessary concession to offset lower prices of competitors, but it avoids the danger of making price the major reason for purchase.

To build year-round sales

Seasonal slumps can be overcome when premiums are offered out of season. Many services and products are limited to seasonal use, and purchasers do not think of buying them when they are needed. Not only does this inconvenience the maker by creating a series of sales peaks and valleys, but it often is the cause of delay and inconvenience to the buyer when the rush is on. A premium offer stimulates purchase out of season and keeps sales volume more even.

To act as a special promotion

Premiums serve as reason for a special promotion and provide the theme for such promotion.

To shut out competition

By saturating the market just before a competitive product appears, it is possible to shut out the competitor. A popular premium will bring large sales and leave no unfilled demand ready for the competitor.

To induce demonstration

Demonstration will often create sales even though preference for a competitive product existed before acquaintance with your product. The difficulty is to get the prospect to accept demonstration. Offer of a premium will serve as inducement to bring requests for demonstration.

CONSUMERS

To get people to try a product

The initial sale is the hurdle. After that, goods are bought or not as tastes and experience dictate, but until the initial sale is made no regular customers can be created. The premium serves to call attention to the product and creates a reason for trying it.

To make permanent users

A product tried and liked but not reordered, because of habit or temporary conditions such as the weather or change in season, will become a habit if repeated. A premium will recall the product to mind and encourage its purchase, thus creating permanent users. Another way premiums create continuous use is by offering one item of a set (a single spoon, one dish, a plate or saucer) with each purchase. Only by long use of the product

can enough premiums be secured to complete the set.

To move old packages

When a change in package is planned or is in process, it is desirable to move old packages, especially where package changes have been in effect for a little time and the old packages have not entirely disappeared. A premium speeds up this process.

To introduce new packages

A premium calls attention to a new package, familiarizes customers with its appearance and overcomes their reluctance to accept it as the same product in a new dress.

To find new uses

The wider the use, the greater the market; and consumers may be using the product in ways undreamed of by the manufacturer. A premium offer will disclose many of these uses.

To trade consumers up to a price

Where a product is slightly higher in price than competitors, or a price rise is made, the addition of a premium may result in overcoming the objection to the difference in cost. It brings consumers to the point where they are willing to trade up to the higher price.

To serve in lieu of a price cut

Where a price cut seems inevitable but undesirable, a premium will bridge the gap, making it unnecessary to cut the price and establish a precedent in lowering cost to the consumer.

To get consumers to use family of products

By giving the premium with the purchase of several items in the line, rather than a single item, use of various members of the family can be started. Also if the premium gives impetus to the sale of the less-well-known items, they move along with the leaders as part of the same family.

To teach correct use of product

This can be done by premiums that help in proper use. Such things as measuring spoons, cups and other means of getting accurate amounts are one type that teach correct use.

To sustain interest

When long familiarity with a product has resulted in a taken-for-granted attitude that merely maintains sales but does not increase them, the pep injected into the picture by a premium serves to sustain interest. Offers of single items in sets of premiums also accomplish this.

To keep advertiser's name prominent in home

The imprint of the donor's name on a premium, particularly one used frequently,

keeps that name before the recipient right at home, in the kitchen or elsewhere.

DEALERS

To get immediate orders

Dealers stock up with items that are backed up by the pulling power of premiums, and announcement to the trade that premiums are to be given helps to bring immediate orders.

To open new outlets

Reluctance to stock a product disappears when popular premiums assure

that it will move. The added inducement of the dealer offering something with the purchased article may induce him to carry the product.

To increase size of orders

Because the product will move with more than usual speed during the term of the premium offer, dealers are likely to order larger amounts than usual.

To bring orders for complete line

Where premiums are offered to consumers with purchase of several items, rather than one, or if the dealer himself receives a premium for stocking a speci-

Attention . . . Jobbers . . . Attention



LIVE PERFORMING TOP

Sensational . . . Defies Gravity . . . Mystifying

Amusement for the Young and Old

The performing top that Turns Upside down and spins on its stem.

This Miracle Top is the original Patented Turn-Over Top
(Patent #2,332,507)

made exclusively for the Advertising Specialty Trade. It has burnt-in imprint, which gives it a permanent means of advertising, and you can sell it for less than 3c with imprint.

Don't accept imitations. Get the Original Turn Over Top.
(INFRINGERS WILL BE PROSECUTED)

Prices subject to change upon 30 days notice.

DAILEY TOP COMPANY, INC.

5514 North Second Street, Rockford, Ill.

Here's that Something New & Different In Premiums... AT THE RIGHT PRICE!

THE SMART, MYSTIFYING

Etagere

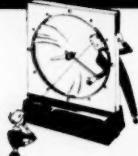
Magi-Clock
MYSTERY ELECTRIC CLOCK

HOME OR OFFICE GIFT

No premium will excite more interest. No gift will be better remembered. At a price you'd expect to pay for an ordinary clock! The wonderful Magi Clock is finished in satin gold, mounted on a lustrous ebony base.



YOU CAN SEE THRU IT! WHAT MAKES IT WORK?



THE TIMEPIECE THAT'S A CONVERSATION PIECE

Unconditionally guaranteed for 1 year. A.C. Stands 8½" high; 6¾" wide. Made to retail for \$16.50. Call, write, wire for discounts. Base can be imprinted.

QUANTITY BUYERS' INQUIRIES INVITED

SONIC-DATOM CORP., 221 WEST 17TH ST., NEW YORK

CHOICE PREMIUMS
EVERY MAN WANTS

- COMPLETE FISHING SETS
- COMPLETE TOOL SETS
- COMPLETE HUNTING SETS

WRITE TODAY FOR FREE CATALOG

KEYSTONE COMPANY 1480 MILWAUKEE AVE. ... CHICAGO 22, ILLINOIS

fied number of items, the complete line will be ordered. Often, too, premiums given with less-known items of a line produce orders for the leaders also, and dealers stock complete lines to be prepared for this.

To bring fill-in orders

If premiums are offered on more than one item of the line, dealers take inventories to determine the state of existing stocks and may fill in on items that are short.

To create interest in line

Even if only one product receives the benefit of the premium, the very fact that such backing comes from a particular manufacturer leads to greater dealer interest in all products coming from that source.

To decrease substitution by dealer

Since both product and premium are wanted by the purchaser, the dealer cannot so easily substitute a competitive product. When demand and familiarity of the specific item is thus established by means of the premium, the possibility of later substitution is lessened or nullified.

To create traffic for dealers

As ads for premiums bring people into the store where the premiums are offered, shown or distributed (or all three), the traffic thus created results in other sales for the merchant.

To get cooperation from dealers and retail sales staffs

Because they are making sales easier, dealers and their sales staffs are ready to cooperate in handling both premium and product.

To offer display advantages

When premiums are attractive in themselves and are items that might not be part of the stock where they are shown, they offer exceptional display advantages. It is possible to build displays that get attention by their very difference from the usual. Manufacturers offering premiums therefore get additional display space and greater display cooperation than is possible without them.

To give sales people a talking point

Premiums simplify the sales person's problems by providing an additional talking point—the offer of something for nothing or for a cost far below the value of the article given.

To enthuse sales people

Because they are something more than just the merchandise to be sold and are an additional talking point, sales people may become enthusiastic over premiums.

To promote sales drives

Especially where a limited term offer is made with a definite, specified date

when it will end, premiums result in intensive drives during the life of the offer.

To bring extra profits

The stimulation to sales provided by this means naturally brings additional profits to dealers and distributors.

To bring outside profit to dealers

When the premium is sold at less than retail value along with the product, the dealer makes a profit on the product sale and also on the premium. Where manufacturers provide the premium free to dealers or at an exceptionally low price, the double profit is larger than selling two of the product to the same customer.

To stimulate sales training

Where training courses are undertaken, the offer of a premium to those who complete the course proves an incentive to stay with it until the end is reached. Premiums given for those who rate high in such courses stir up interest in really absorbing information given in classes.

To create lasting good-will

Dealers and sales people who have benefited by premium offers, either by receiving such premiums themselves or by increased sales and the creation of permanent customers, feel friendly toward the source of such benefits.

ADVERTISING

To encourage advertising by distributors and dealers

Because they have something extra to offer, distributors and dealers may be willing to advertise while the premium offer holds, as immediate results and not distant sales can be expected.

To tie in with special campaigns

Even if the premium offer is not itself the theme of a special campaign, it ties in with such campaigns and heightens their force.

To check radio audiences

The offer of a premium widely broadcast, or concentrated in certain areas, is a test of listeners. Whether offered with no strings at all—simply for a post card—or with purchase of the product, it still provides a check on size of audience reached.

To check readership of ads

Where a premium offer is buried deep in the copy, with no coupon attached to indicate the existence of such an offer at first glance and no mention in headline or illustration, it serves as a test of readership.

To check copy in split-run

A split-run in the same edition of a magazine uses two entirely different types of copy, neither mentioning the slightly different premium offered except in small

type buried near the end of the text. The number of demands for each measures the readership of the copy.

To provide a copy appeal

Premiums are an appeal appreciated by copy writers. They are a fresh approach for the advertising theme.

To tie in with contests

The premium may be given to those who enter the contest. Or if it is purchased with the product or given free, it may be the means of entering the contest.

MISCELLANEOUS

To help salesmen get into homes

Extending a premium when the door bell is answered is one way to soften resentment at being disturbed and may create sufficient good-will to result in an invitation to enter the home. It breaks the initial barrier.

To tie in with special offers

Whether the occasion to be celebrated is limited to the manufacturer or the product—or an anniversary, an award or recognition received or something similar—or is general like Christmas or some other holiday, Mother's or Father's day for example, a premium offer can be tailored to fit perfectly.

Out of the Grinder

Coffee for railroaders

A feature attraction of the AAR-Railway Supply Manufacturers Association convention-exhibit at Atlantic City, N. J., was the Pan American Lounge and model railroad of the American Railway Car Institute, whose membership comprises the nation's leading railway freight and passenger car manufacturers.

In the Lounge, coffee service was provided continuously throughout the week to the executives of the U. S. railroads in the Convention Hall for their annual sessions, and to the transportation specialists from Latin America who were delegates to the VIII Pan American Railway Congress.

The operating railroad display, one of the most elaborate scale models ever constructed, featured five double-diesel engines with about 50 freight cars of all types, as well as a complete passenger car train.

Iced coffee a la St. John

Stuart and Dot Herbert of Portland, Me., returned from vacation with the story of the "iced coffee" they were served in St. John, N. B.

They said the waitress took their order for iced coffee, returned with steaming coffee and before their eyes dropped an ice cube into each cup.

INFORMATION ON PREMIUMS

YOURS for the asking

For information and literature on premium items listed below, check those of interest to you, tear off this column with coupon, and mail in. Coupon has space to list other premium items of interest to you.

| | |
|------------------------------|--------------------------|
| Appliances, Electric | <input type="checkbox"/> |
| Aprons | <input type="checkbox"/> |
| Automobile Accessories | <input type="checkbox"/> |
| Baby Items | <input type="checkbox"/> |
| Bar Accessories | <input type="checkbox"/> |
| Blankets, Quilts, Bedspreads | <input type="checkbox"/> |
| Brushes | <input type="checkbox"/> |
| Chinaware | <input type="checkbox"/> |
| Cigarette Lighters | <input type="checkbox"/> |
| Cleaning Aids | <input type="checkbox"/> |
| Clocks, Watches | <input type="checkbox"/> |
| Closet Accessories | <input type="checkbox"/> |
| Coffee Makers | <input type="checkbox"/> |
| Cooking, Baking Accessories | <input type="checkbox"/> |
| Cosmetic Accessories | <input type="checkbox"/> |
| Cutlery | <input type="checkbox"/> |
| Dinnerware, Plastic | <input type="checkbox"/> |
| Dolls | <input type="checkbox"/> |
| Games | <input type="checkbox"/> |
| Garden Accessories | <input type="checkbox"/> |
| Glassware | <input type="checkbox"/> |
| Home Hardware | <input type="checkbox"/> |
| House Furnishings | <input type="checkbox"/> |
| Irons, Ironing Aids | <input type="checkbox"/> |
| Kitchen Devices, Accessories | <input type="checkbox"/> |
| Knives—Pocket, Hunting | <input type="checkbox"/> |
| Laundry Aids | <input type="checkbox"/> |
| Leather Goods | <input type="checkbox"/> |
| Linens, Towels | <input type="checkbox"/> |
| Luggage | <input type="checkbox"/> |
| Mens Wear, Accessories | <input type="checkbox"/> |
| Pens, Pencils | <input type="checkbox"/> |
| Picnic Aids | <input type="checkbox"/> |
| Plastic Specialties | <input type="checkbox"/> |
| Rugs, Mats | <input type="checkbox"/> |
| Sewing, Knitting Aids | <input type="checkbox"/> |
| Silverware | <input type="checkbox"/> |
| Sporting Goods, Accessories | <input type="checkbox"/> |
| Table Accessories | <input type="checkbox"/> |
| Teapots | <input type="checkbox"/> |
| Tools, Kits | <input type="checkbox"/> |
| Toys | <input type="checkbox"/> |
| Travel Aids | <input type="checkbox"/> |
| Utensils, Cooking | <input type="checkbox"/> |
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the challenge: aftermath of the frost

A shipping executive said the other day that building business for a steamship company is not merely selling vacant cargo space in a ship. It is approaching a country, or a continent, with a knowledge of its economic, social and business problems, and giving help along these lines in return for the cargo. Conditions are constantly changing, and therefore a steamship company must always keep alert for new sources of cargoes, and help find outlets for those cargoes in the United States.

While Charles L. Wheeler, executive vice president of Pope & Talbot Lines, is kept busy managing his company's network of freight lines, he nevertheless acts as the firm's ambassador of goodwill among the upper echelons of Latin America's agricultural, business and political circles. A host of these leaders refer to him as Charlie, and their hospitality is warm for the distinguished ship operator from the States. Not the least of these leaders is Alceu Martins Parreira, president of the Banco America Do Sul S.A., head of a coffee exporting firm bearing his name, and also a coffee grower. His letters to Charlie show a broad grasp of the economic and financial problems of Brazil, with special reference to coffee. Much of the information which follows is the result of his analysis of the situation.

Charlie Wheeler sailed on the freighter *Seafarer*, one of the Pope & Talbot ships, to visit Panama, Venezuela and Colombia. He reached Santos just after the freeze. His friend, Alceu Martins Parreira, met him and proposed an air trip into North Parana and Sao Paulo. They found that Parana suffered the brunt of the frost damage in July. The most severe damage seems to have been in the so-called Old Zone, comprising some of the more highly productive areas such as Cornelio Procopio, Assaf and Urai. In the newer plantations beyond Londrina, the fields were hit less severely, and some escaped entirely. The losses from the freeze in these districts is considered to be nearly 55 per cent. It is estimated that the loss in Sao Paulo was 2,000,000 bags, Parana 4,000,000 bags and other states 1,000,000 bags.

It will not be the object of this article to dwell on the freeze itself, but rather to relate it to its broader economic effects, and to what is taking place generally in the coffee industry in Brazil. The great rise in coffee prices in 1949 led to a rapid growth of coffee planting in North Parana. The jungles were cut down to make way for coffee trees, which when mature will have a coffee production four times the yield of older areas, like São Paulo. The boon in planting and the financial returns from existing coffee plantations led this area into a center of inflation, with its contributing part in the depreciation of the Brazilian currency.

Land speculation increased as the jungles were cut down. Money flowed from the coffee districts into all channels of business. Little attention was given to other agricultural activities. Dairying was neglected. They preferred to import dried milk, and more was paid for a head of lettuce than in São Paulo.



Inspecting frost damaged trees are Pope & Talbot's Charles L. Wheeler and Dr. Dante Pazzanese, one of Brazil's leading heart specialists and owner of a large coffee plantation in South Parana, center of the frost-hit district.

In 1952-53, Parana harvested its greatest coffee crop, reaching 5,000,000 bags and sold at top prices. The cash brought into the district is estimated at \$250,000,000 for coffee alone. This did not include cotton and cereal crops. However, at the end of the agricultural year, about March, 1953, the aggregate of bank deposits in North Parana was reported smaller than at the same time the year before. This means that spending and investing was taking the planters' money, and the necessary base of savings was not on hand to cushion any reverse in the economic situation. In this, there was the element of risk, a logical result of inflation and spending.

As to the statistical position of coffee before the freeze, there were indications that the creation of surpluses of some size were in the making, due to the great expansion of production in North Parana. In June, 1953, the carryover was about 3,000,000 bags, and the production from all areas 15,000,000 bags, which left the volume available for export in 1953-54 equal to 18,000,000 bags, with probable exports of 15,000,000 bags and an estimated balance of 3,000,000 bags for the 1954-55 carryover.

Before the frost the prospects for 1954-55 crop were 19,000,000 bags. This was an increase of 2,500,000 bags from Parana, and a like amount from São Paulo, but a loss of 1,000,000 bags from other states. With an estimated frost loss of 2,000,000 bags from São Paulo, 4,000,000 from Parana, and 1,000,000 bags from other states, there was left a balance of 12,000,000 bags.

The probable crop with carryover for 1954-55 is therefore about 15,000,000 bags, or close to one year's normal exports.

This means that the loss caused by the frost just about

(Continued on page 92)

★ A Coffee Convention "Fact Reference" Feature

the challenge facing Santos coffee

By GERALDO GOMIDE DE MELLO PEIXOTO, President
Associacao Comercial de Santos

For an appraisal of the present situation of Santos coffee and of its eventual difficulties and advantages in a competitive world market, we must take a look at events of the past 20 years.

Santos coffee was hard hit by the 1929-30 depression, at a time when production was at its peak. In those days we were producing more coffee than the world could possibly take, and no matter what plans we tried to put into practice in order to expand consumption, we could never market the annual crop, much less the stocks piling up from year to year.

With the economic depression on, the reduced purchasing power in the consuming countries presently subjected coffee growers to a tight squeeze which led to the neglect of plantations and the burning of coffee. One billion coffee trees were uprooted, and 80,000,000 bags of coffee were burned. The most productive lands were exhausted and Brazil began, almost unnoticed, to produce less coffee than the normal requirements of world consumption. If this unbalance passed undetected it was because of the fact that for many years the old National Coffee Department was bringing into the market millions of bags of coffee stocked up during the depression.

Only after those stocks were depleted did the real situation become clear, for by the end of 1952 crop year, not a single bag of coffee could be found in stock a situation unheard of in Santos commercial life.

Santos will now have no great difficulty in marketing its coffees except if the increasing tendency to economic statism in most countries brings new obstacles. Also, the flow of Santos coffee into world markets could be affected by commercial restrictions, exchange uncertainties, slanted information regarding the size of crops, speculation, and finally, lack of a clear and firm national policy about crop marketing to avoid present competition among Brazilian ports.

Yet the present situation shows how important Santos really is as the greatest coffee port in the world. This importance is derived from the geographic position of Santos itself at the head of a great network of railroads and highways which reaches into every producing region of Sao Paulo, Minas Gerais, and Parana, and thus brings to its warehouses and docks half of Brazil's coffee.

Santos receives not only the best growths, such as the genuine bourbons of Ribeirao Preto, the highest grades from Mogiana and Western Minas Gerais, but also all other



coffees, such as milds, softs, hards and Rios, which also have a large market.

There is no better port than Santos to serve the needs of the consuming countries for high quality coffee and most existent blends. Santos has coffees of every description, type, quality and price.

Coffee growers shipping to Santos have made every effort to supply the world with the best coffee they can produce. They have planted coffee in new regions in order to meet the needs of the increased world population and also to supply the old consuming countries, which during the war were forced to restrict or altogether abandon the use of coffee.

Unfortunately, these new producing regions are more easily subject to weather cycles, such as the frost which lately damaged many coffee regions thus delaying for several years their production.

Let us hope that coffee, the greatest source of wealth for most Latin American countries, will continue to play its role as one of the most desired commodities and as a link of true friendship between us and the United States of America.

the challenge: aftermath of the frost

(Continued from page 91)

wipes out the threatened surplus. It is true that great losses were sustained by individual planters who were hard hit, but their trees may be restored to heavy bearing after an enforced rest. The frost not only avoided the risk of a large surplus with its effect on the whole price structure of coffee, but succeeded for the time, at least, in pricking the inflationary bubble in Parana, which up to that time had expanded dangerously. There is also the chance that what has happened will prompt growers to diversify their operations so that no crop could make or break them.

Thoughtful Brazilians believe that nothing should be done to stimulate prices artificially. The long range benefit of holding back coffee in interior points at this time is doubted. Everything must be done to encourage the agriculturist to diversify his activities. High prices have contributed to a loss of ground in Brazilian exports of coffee to competing countries. In 1951-52, exports totaled 16,333,215 bags. In 1953 the total was 8.3 per cent less, or 14,970,123 bags.

The period from July to October has always been the most favorable for Brazil, since the competition from milds is reduced to the carryover from the first crop of Colombia. From then on Central American coffees and the second Colombian crop begin to come on the market. Therefore, the withholding of Brazilian coffee at that time may swell

(Continued on page 142)

Parana's World Coffee Congress, Exposition

The Centennial Celebrations of the State of Paraná, which starts on December 19th, 1953, will be featured not only by the First World Coffee Congress, but also by an International Coffee Exhibition, a State Fair of Commerce, Industry and Agriculture and some 30 other programs.

The ultra-modern Civic Center of the capital city, Curitiba, now under construction, is also expected to be open to the public at the beginning of the celebrations.

The first World Coffee Congress, originally scheduled to be held between December 11th and December 19th, 1953, has been moved to January 14th-22nd. The World Coffee Exhibition, will commence on December 19th, and last for the first four months of 1954.

The Congress which, like the Exhibition, is sponsored by the Brazilian federal government, the state government of Paraná and the governments of all the other coffee producing states in Brazil, is expected to be attended by coffee growers, exporters and traders from all parts of the world.

Organization of both events has been entrusted by the government of Paraná to Ambassador Sebastião Sampaio, a former career diplomat.

Ambassador Sampaio, who was Consul General of Brazil in New York for eight years, was also representative of the São Paulo Coffee Institute in the United States, and delegate of the National Coffee Department of Brazil.

"The purpose of Paraná State Governor Munhoz da Rocha in promoting the International Coffee Congress," the organizing committee discloses, "is a greater one than merely to bring together world coffee producers for another of the coffee congresses of which four or five have so far been held, during the past few decades."

"The State of Paraná and its government are faithfully interpreting the wishes of coffee growers in all parts of Brazil in organizing the World Coffee Congress along constructive, timely and realistic lines.

The primary objectives of the World Coffee Congress, they add, are the following:

1. To establish a system of specialized relationships, of a practical and permanent nature, between coffee producers throughout the world, and between their respective governments.

2. To encourage such relationships on an unrestricted basis not only between producers but also between others engaged in the coffee trade, such as growers, industrial processors, exporters, importers, roasters, distributors and retailers alike.

3. To systematize the holding of periodic coffee meetings throughout the world, of which this 1954 Curitiba congress will be the first. Subsequent conventions would be held at three-year intervals, in the country designated by each previous congress.

4. To institute a system whereby an executive general secretariat for the Coffee congress would be maintained for the first half of the interim period, and then be transferred, for the second half of that period, to the site of the subsequent congress.

For the first five days of the Curitiba congress it would operate as a purely Brazilian meeting for a general discussion of matters affecting Brazilian coffee growers, and selection of the members of the Brazilian delegation to the World Congress.

The World Congress itself will open on January 18th and continue until January 22nd.

The agenda has been divided into two parts. The first is concerned with problems calling for resolutions, while the second part will deal with those for preparatory examination, which will be voted upon as recommendations for further action at the Second World Coffee Congress.

Resolutions are to be sought, at Curitiba, on two questions alone, the organizing committee reports.

These are: a) establishment of a system of exchange of statistical data and information amongst coffee organizations and producing regions throughout the world, and b) a general plan for world coffee publicity, to include coffee producing and importing countries.

Ambassador Sampaio, acting in the name of the State of Paraná, has invited authorities and specialists on coffee to present theses for the congress, and delegations of coffee producing and importing countries are invited to follow suit, the committee discloses.

Regular invitations to participate in the Curitiba congress are being sent to governments, associations interested in coffee, institutes connected with the coffee trade, state governors and mayors of cities in the coffee growing districts, coffee growers, processors, exporters, importers, roasters, distributors, retailers, manufacturers of specialized agricultural and industrial machinery, etc.

The World Coffee Exhibition, lasting more than four months after the Congress, will be an opportunity to spend a pleasant vacation in the comfortable highland climate of Curitiba, during the best months of the year, and at the

(Continued on page 95)



"And just who do you think you are—not taking a coffee break?"

★ A Coffee Convention "Fact Reference" Feature

the challenge facing Parana's coffee exports

By FRANCISCO DE PAULA LEITE, Director
Departamento Estadual do Cafe
Estado do Parana

Coffee production in the state of Parana began to have commercial importance with the 1930-31 crop, as may be seen from these crop year figures:

1930/31—347,000 bags; 1931/32—604,000; 1932/33—380,000; 1933/34—600,000; 1934/35—260,000; 1935/36—613,000; 1936/37—547,000; 1937/38—1,066,000; 1938/39—579,000; 1939/40—1,108,000; 1940/41—931,500.

1941/42—835,900 bags; 1942/43—549,600; 1943/44—159,800; 1944/45—578,900; 1945/46—673,800; 1946/47—1,138,100; 1947/48—1,550,400; 1948/49—1,855,200; 1949/50—2,317,900.

1950/51—4,016,400 bags; 1951/52—3,338,700; 1952/53—5,233,862.

During the 1942-43 crop year there was a decrease in production due to the heavy frosts of 1942, which affected severely Parana's plantations.

The same thing will happen to the next three crops as a result of last July's frost, which affected not only Parana's

Parana's Coffee Trees

| YEAR | NEW TREES | IN PRODUCTION | TOTAL |
|-----------|-------------|---------------|-------------|
| 1940-1942 | | | 60,707,086 |
| 1948 | | | 116,366,000 |
| 1949 | | | 116,032,800 |
| 1950 | 63,752,758 | 165,112,252 | 228,905,010 |
| 1951 | 103,560,020 | 187,944,356 | 291,510,376 |
| 1952 | 115,000,000 | 250,000,000 | 365,000,000 |
| 1953 | 252,127,497 | 280,883,430 | 533,310,927 |

plantations but those of Sao Paulo and Minas Gerais as well.

Looking back some 30 years, we see with surprise that there were in Parana 14,287,666 coffee trees. In those days production in the state was 114,000 bags.

In 1944 there was 106,728 hectares under cultivation and by 1951-52 this figure had jumped to 350,000 hectares.

Back in 1920 Parana had only 14,287,666 trees. But from 1940-42 the tree population increased at a fast pace as can be seen from the accompanying table.

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Brazil Coffee Exports in 1952

| PORT OF EXPORT | BAGS OF 60 Kilos | TOTAL VALUE ON BOARD IN CR\$ |
|----------------------|---------------------|---------------------------------|
| SANTOS ----- | 5,340,499 | 6,579,455,784 |
| PARANAGUA ----- | 2,440,440 | 2,955,683,952 |
| RIO DE JANEIRO ----- | 1,292,177 | 1,529,601,094 |
| ANGRA DOS REIS ----- | 205,143 | 253,133,231 |
| VITORIA ----- | 134,572 | 132,586,202 |
| RECIPE ----- | 500 | 597,442 |
| TOTAL ----- | 9,413,331 | 11,451,057,705 |

Paranagua is not the only export outlet for Parana's coffee. This fact makes it difficult for the importing countries to label as Parana coffee shipments made through Santos and Rio de Janeiro, since these exports are taken as if they were growths from these latter states.

But Paranagua has expanded with the increased rate of coffee cultivation in the north of the State. Up to 1946, this bulk wasn't among the great exporting centers of the country, as the bulk of Parana's production was shipped through Santos. Today, however, Parana is second in importance among Brazilian ports of export as can be seen from the following figures for coffee shipments through Paranagua:

1946—415,862 bags; 1947—1,170,250; 1948—1,164,077; 1949—1,935,714; 1950—1,880,796; 1951—3,116,916; 1952—3,114,395.

During 1952 shipments out of Paranagua to the United States were 2,440,440 bags. Shipments from the various ports are shown in the accompanying table.

Parana's World Coffee Congress, Exposition

(Continued from page 93)

same time acquire a close acquaintance with the many fascinating phases of the coffee industry and trade.

Eleven pavilions, supplemented by a concert and lecture hall and movie theater, will be open to the public.

Exhibits will be shown on the history of coffee; techniques of soil conservation and prevention of erosion; methods of coffee cultivation; techniques for combating coffee diseases and plagues; coffee economics, including statistics on many phases of coffee activity; and Brazilian and foreign-made agriculture machinery.

There will also be pavilions containing displays by all the Brazilian coffee-growing states, displays by other coffee-growing countries and exhibits presented by importers, exporters, distributors and retailers on all five continents.

A Coffee Tasting Pavilion, will provide a kind of "gustatory tour" of techniques in coffee making used in all parts of the world.

A feature of particular interest to tourists from the various countries and sectors of activity connected with coffee is that each country or group represented at the Curitiba World Exhibition will be featured on a special "day" of celebration.

On each of these occasions, speeches and lectures, moving picture shows, concerts and social events will take place, featuring the land or region thus honored.

Special celebration "days" will also be held for the premier coffee-producing municipalities in Brazil, such as Ribeirão Preto, Itaperuna, Guaranesia, Cachoeiro do Itapemirim, Londrina, and others.

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Associação Comercial de Santos

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I Jan., 1953 to 31 Dec., 1954

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Export Statistics:

1870 (year of foundation)

543,425 bags

July 1, 1952 to June 30, 1953

7,844,619 bags

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the challenge facing Colombian coffee

By MANUEL MEJIA, General Manager
National Federation of Coffee Growers of Colombia

I wish to extend my greeting to the members of the United States coffee trade who have gathered in Boca Raton and to those who, for one reason or another, could not attend this important conference.

These meetings are very necessary to the U. S. coffee trade, and I wish to congratulate the National Coffee Association and its dynamic panel of officers and members who make these events possible.

The coffee producing countries always profit from their participation in these meetings, and the National Federation has been more than an interested observer of the panels and conferences. Here we learn the trends of the coffee trade. Here we learn whether our past years' conduct has met with the trade's satisfaction; whether our affirmations of cooperation and friendship have been negated by mistakes, omissions or errors.

As we of the Federation absorb so much of value from the convention, I would like to take this opportunity to reciprocate and tell about Colombian coffee, the work of the Federation and what we feel the future holds to the U. S. coffee industry.

We hear a great deal these days about the challenge facing coffee. It is a real challenge, which must be met by collective action, since the challenge is directed at the collective members of the trade, at the producers, the wholesalers and the sellers. To meet this challenge, we must constantly promote and stimulate the sale of coffee to the consumer. We cannot relax and expect coffee sales to increase magically. Nor can we presume that coffee is anywhere near maximum consumption in the U. S. As the Pan-American Coffee Bureau has proved, even limited promotion means greater sales.

Important also, in our promotion we must emphasize to the consumer our ability consistently to provide him with high quality coffee at purchasable and competitive prices.

This is one of the principal objectives motivating the National Federation of Coffee Growers of Colombia. To improve quality, our scientists and technicians at the modern research center in Chinchina strive constantly to produce better primary stocks, more efficient growing techniques and more direct agricultural aids, like fertilizers or other soil enrichers. Once these techniques are developed, they are made available without cost to the farmer. Our trained men go directly to the small farms, examine and test their soils, and instruct the farmer in the proper usage of the new developments.

The production problem is far more complex. In Colombia, coffee is grown mostly on thousands of small farms

which are constantly increasing in number as larger holdings are subdivided and parceled out to families.

Though many of these lands are remote from Federation offices, we estimate that some 400,000 farmers are now growing coffee in Colombia. Most of the farms are worked by a farmer and his family. It is useless merely to exhort or urge these people to grow more coffee and our policy permits the farmer to determine for himself the question of increasing production.

The greatest stimulant along this line, of course, is a just market price for his crop at the markets of the interior. We attempt to stabilize prices so he may reap the benefit of the prices obtained in the world's ports.

If prices are maintained at their present fair level, we can assume Colombian coffee shipments will increase to a potential total of 6,000,000, sixty kilo bags in 1953. This estimate may include part of the Federation's warehoused stocks purchased in less favorable years.

Likewise, a continuance of strong prices will undoubtedly see an increase of planted acreage, despite the Colombian farmer's intuitive caution. But it is not strong coffee prices alone which the farmer needs. He wants his limited acreage to provide his family with health, food and education. This is vitally necessary, for if he doesn't get it, he deserts the farm for a factory wage. Therefore the Federation has a strong program of social service, aimed at keeping the farmers out of the cities and on the land.

A good producing farmer, I feel, must be a happy farmer, so we provide him with the plans and methods of financing small but hygienic and comfortable housing. We bring pure, disease-free water to his farm by aqueducts and urge him to send his sons and daughters to government-provided rural schools.

Our agronomists have developed efficient methods of food-crop culture, and we supply growing techniques and fast growing vegetable seeds to the farmers. Likewise at our Chinchina research center, we maintain a special school

(Continued on page 105)

Don Manuel Mejia on Colombian coffee

Coffee & Tea Industries welcomes this article by the general manager of the National Federation of Coffee Growers of Colombia. It is probably the first written by Don Manuel Mejia expressly under his byline.

The article provides a helpful insight into the long-term coffee situation in Colombia and into the immediate outlook. It contributes to a clearer understanding by the United States industry of coffee problems and progress in Colombia.

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★ A Coffee Convention "Fact Reference" Feature

the challenge to Colombian coffee in the United States market

By ANDRES URIBE, U. S. Representative
National Federation of Coffee Growers of Colombia

The challenge facing Colombian coffee in the U. S. market is the same challenge which faces all coffee producing countries: How to successfully market coffee is for all levels of the coffee industry.

It is a serious and ever-present problem. Each country must face up to the question in its own ways. That there is a plentitude of ideas, programs and committees attempting to cope with the problem cannot be denied. That certain measures of success have resulted is also true. But the great, overall program for stimulating coffee marketing to a degree commensurate with total U. S. liquid consumption has yet to appear. The magic formula has not yet been conceived.

Throughout the world we are faced with an immediate demand for more and more coffee. And as the world standard of living rises in the next few decades, a hitherto unprecedented demand will exist for our product. The population estimate for the U. S. alone in 1975 is in the neighborhood of 200,000,000 people. These are the provocative facts which give ammunition to those few members of the coffee industry advocating a "go-slow" attitude towards abetting the stimulation of coffee sales.

The U. S. market place is a vast and complex organism. Like all vital things, it responds vigorously to exciting and imaginative forces. We members of the Pan-American Coffee Bureau know it has responded to the advertising campaigns of the tea industry, the soft drink bottlers, the fruit juice manufacturers and beer makers.

They spent over \$200,000,000 in 1952 to promote their products, and the U. S. market reacted as though struck by veritable cloudburst. About 20,000,000,000 cups of tea, 3,500,000,000 bottles of soft drinks, over 12,000,000,000 glasses of fruit juices were happily consumed, while at the same time nearly 54,000,000,000 quarts of milk and 2,500,000,000 gallons of beer went flooding down the throats of thirsty Americans.

Naturally, the coffee producers cannot attempt to take over this incredible beverage consumption. But as reduced supplies and increased consumer demand for coffee have raised prices, we must face the fact that an intense and coordinated competition to coffee consumption has

arisen, and will be in the market place, competing with us, for years to come. What we do to promote coffee sales now will pay great dividends in the next few decades.

If the coffee business can be justly criticized for a lack of planning, it is for our hesitancy about approaching the problem of sales in the future. Our tendency is to approach today's problems today and tomorrow's when they occur. But in this area we must pay tribute to the Pan-American Coffee Bureau, whose program includes both educational and instructional coffee information widely distributed to teachers, editors, students and opinion molders. This area of publicity relations is vital to the well-being of the coffee industry of the future. It must be supported wholeheartedly by everyone within the coffee business, for it is of direct concern to producers, manufacturers and distributors.

The National Federation of Coffee Growers of Colombia is a firm believer in unqualified support of coffee promotion, for we feel the answer to the challenge facing coffee is essentially in the hands of a satisfied consuming public. The market, or marketplace, is just another word for the great mass of satisfied coffee purchasers. We must maintain faith with them, and as we promote the increased consumption of coffee, the public must be informed of our position. They must know of our scientific projects financed only to maintain and improve the quality of coffee. They must be told the exciting story of the intrepid coffee farmers of many lands, who risk labor, capital and immediate financial returns from other crops in order to increase coffee production. And, equally important, the American public must be informed of the vital role that coffee plays in the U. S. economy.

Last year the U. S. public spent \$1,295,700,000 for Latin American coffee. In return, Latin America BOUGHT almost \$3,500,000,000 worth of goods from the U. S. As is readily seen, our coffee exports accounted for nearly half this huge sum. No one has yet estimated the amount of U. S. man-hours of labor paid for by Latin American coffee dollars. But our purchases from the electrical, farm machinery, chemical, textile and other U. S. industries certainly accounted for the full employment of millions of men and women.

Likewise, the U. S. public must know that the coffee countries of Latin America have received little or nothing from the \$44,000,000,000 which the U. S. has given away since the end of World War II. The increase in the

(Continued on page 111)

★ A Coffee Convention "Fact Reference" Feature

better understanding on Colombian coffee

By RALPH P. BALZAC, Balzac Bros. & Co., Inc.

In a curious little book, "A Biography of Coffee," a Colombian writer, J. A. Osorio Lizarazo, narrates that a French lieutenant of marines brought to the island of Martinique the first coffee plant that came to the Western Hemisphere. Lt. Clieu himself wrote that it would be difficult for him to recount in detail the infinite pains that he had to take to preserve the little hot-house plant during the long sea voyage.

It seems that he had to guard it not only from the inclemencies of the weather, but from the malevolence of a fellow passenger with a perverse sense of humor, who aimed to destroy it in derision of the loving care bestowed upon it by its foster parent. He records having to share his small ration of drinking water with the tiny shrub, which was extremely feeble and no more than a few inches tall. Any one of us who under much more favorable circumstances has tried to grow seedlings from the pods distributed by the Colombian Federation will have the greater admiration for the persistence of that great benefactor of mankind.

A French poet has sung the event:

"Sur son léger vaisseau,
voyageait de Moka le timide arbisseau . . ."

That first plant brought from Nantes to Martinique with so much love and care sired the genealogy of the great coffee industry of the Americas.

Since its first happy discovery by the Arabian goats, coffee has had to meet many challenges, but it has made its way successfully to the heights that it occupies today in the commerce of the world. Its production has traveled from region to region, from Arabia and Ethiopia to Oceania, to the West Indies, and to the vast American continent. Its use has extended from the Oriental lands in everwidening scope to Europe and America. At the start of its popularity, we are told coffee had to overcome religious bans and governmental prohibitions; that later on Frederick the Great forbade its importation to Germany in order to save foreign exchange; that Napoleon would bar its discharge in European ports to thwart the British colonial trade.

Even in our time, coffee has had to contend with war-imposed blockades and limitations, quotas, rationing and price controls; plus man-divised schemes of valorization, followed by overproduction and ruinous prices, then abandonment of plantations and hence the present shortages of supply. And coffee planters in various latitudes are always exposed to such calamities of nature as insect pests, droughts or excessive rainfall, hurricanes and alas, frosts.

It is good that today there is a much closer knowledge among roasters, importers, exporters and growers, a better understanding of the respective problems and a fine development of the cooperation needed to meet them as they arise; and finally a growing mutual realization of the necessity of publicizing the facts about coffee to that most important element to all of us: the consumer.



Two ways coffee is transported in Colombia.

Today the challenge to coffee is to keep it as the popular drink of the American public. The producing countries of this continent and the American roasters are cooperating to make it ever more popular. For some four years now, world production has not apparently kept pace with increasing demand, old stocks have been used up, and shortages have resulted. This has naturally caused higher prices, which have occasioned much comment, attesting, for that matter, to the category of daily necessity that coffee has attained in the American home. But the facts are that coffee prices are not far out of line with worldwide inflation and currency depreciation. It has been pointed out that the American public today spends a lower percentage of its national income on coffee than in past times.

The producing countries of the Americas have, nevertheless, a call to supply enough coffee for its consumers, and at prices the consumers will pay, under penalty of eventually seeing other continents trying to take the ball. But it is also gratifying to note that American roasters become ever more cognizant of the problems of the American producers and of the two-way trade that coffee makes possible for our peoples.

The ingenuity of the advanced American technical knowledge is being used to help growers in various countries to try to get a higher output whenever possible. Coffee trees have a very small yield of the finished product; in Colombia and in most countries of the mild varieties an average of one pound or less per tree. It should be remembered that it takes 400 to 500 pounds of the red cherries to make 100 pounds of exportable coffee. The American consumer is gradually getting much more information on these matters.

Naturally, the consumer kicks at the high price of

coffee, as at the high price of meat, and of butter and eggs; and at the high cost of living generally. That is why politicians and statesmen must at some time or other check the easy ways of paper money and adopt measures to combat currency inflation. Economists are divided about the course that prices may follow in the United States in the next few years; but there seems to be a general expectancy of comparatively high income for years to come, during which time coffee would be on its own, not too seriously affected as yet by price declines of other articles which may be in oversupply.

In Colombia, coffee has found a soil and a climate that are particularly well adapted to its cultivation and to the production of the finest qualities for consistency or body, aroma and taste, lending themselves to giving the characteristic element to a variety of blend.

But the industry would not have had such a wonderful development if it had not been for years of internal peace and a free, sturdy, hard-working yeomanry. They have gone through some very bad times. At present they are receiving well-earned compensation for their persistence. The surplus goes largely to pay for some new comforts for the home and conveniences for the farm, most of which are products of American manufacture.

Colombian production has shown notable increases for each of the past four decades. The development has been gradual, and it is probable that no large sudden jump in output can be looked for. Coffee is a slow and meagerly yielding plant. And in Colombia it grows on steep mountain slopes unadaptable to mass production through use of machinery. I once asked a farmer how he managed to plant coffee on such an incline, and he said, "By

shotgun!". Truly, that seemed the only way possible.

But Colombia has risen to the occasion and has responded well to the demand. For the crop year of October, 1952, to September, 1953, she exported 6,299,587 bags (60 kilo), and that has established a new all-time record. Apparently it was not all produced during the year, as shipments from previous storages were substantial.

Of the year's shipments, we in the United States took 5,478,071 bags, which is also a record, although already back in 1947-48 we reached close to that figure, with 5,244,033 bags. The total to the world that year was 5,678,540 bags.

It may also be noted that our imports of "all other than Brazils and Colombians" totaled 6,271,420 bags in 1952-53 against 5,462,716 the previous year.

Parana's World Coffee Congress, Exposition

(Continued from page 95)

Plans also call for featured celebrations on prominent coffee organizations such as the Brazilian Coffee Institute, the Pan-American Coffee Bureau, the National Coffee Association of the U.S., European coffee roasters, agricultural machinery manufacturers, etc.

Special recognition will be given to agricultural schools and agronomic and biological institutes, throughout the world, which render services to the coffee industry.

Diplomas and medals will be awarded for agricultural machinery, fertilizers, insecticides, coffee-making machines, individual brands of domestic and foreign roasted coffee, and cups and coffee pots.

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★ A Coffee Convention "Fact Reference" Feature

coffee's challenge to FEDECAME countries

By ARTURO MORALES, General Manager
Federacion Cafetalera Centro America-
Mexico-El Caribe

FEDECAME Manager Morales has been an economist with the Costa Rican Economic Faculty and the London School of Economics. The writer of this article points out that it does not necessarily reflect the opinion of FEDECAME.

The countries of the FEDECAME, like those of the rest of the Continent, are at a vital point in their coffee history.

On the one hand, the roasters, especially from the United States of America, are asking for an increase of production, since demand apparently is greater than supply. Coffee prices nowadays are much better than those paid back in the twenties, thirties and forties (except in the latter part of 1949), notwithstanding that the cost of production and goods and services in general are much higher, and the monetary inflation is higher than the increase in coffee prices as a whole. In other words, coffee producing countries invest in hard money and they receive their returns now in money not quite so hard.

On the production side, the FEDECAME countries are facing some of the following factors:

1. They are willing to cooperate with the United States of America and the rest of the consumer countries. Latin America as a whole has shown its willingness to cooperate with the United States of America in the past and present, and no doubt will continue doing so in the future.

2. The producer countries are planning in accordance with future expectations, i.e., as the level of prices being paid now gives incentive to produce more, the producers carry that optimism into the future years.

On the other hand, calculations for the future are only based on gross guesses, without knowledge of whether demand will keep firm or will increase in, say, ten or 20 years hence. For instance, in ten or 20 years, the United States of America might suffer a depression and American consumers, though not unwilling to drink coffee, would not be able to do so to the same extent because of lack of purchasing power.

4. The increase of coffee plantations is a tremendously risky enterprise, because the fixed capital is very great compared with other factors of production, and as a consequence, when bad times come, coffee growers are unable to put their production factors into some other enterprise, but have to keep on going at a loss, just as it happened in the twenties and thirties.

It takes coffee five years to yield a crop. During those five years, taking into account the value of the land, plus the value of planting and the necessary work that has to

be undertaken every year (circulating capital), added to the initial fixed capital, the result is that during the course of five years the fixed capital and the accumulated circulating capital will represent no less than 80 per cent of the total investment, capital that cannot be put into any other agricultural use (except the land and part of the labor).

Other crops, such as wheat, potatoes, corn, etc., only require a few months to give fruit and therefore, do not need a very big fixed capital.

This is the first deterrent in increasing coffee plantations. It is not that the countries do not wish to do so, but that it is such a risky enterprise and as all businessmen know, the greater the risk the greater the premium.

We are certain that if coffee plantations were to produce in one year, this problem would easily be solved. Whenever the roasters asked for more coffee, the producers would plant new fields and when the prices were lowered because of over production, they would switch some of their lands to other crops. But the factors of production in coffee plantation are very rigid, and we repeat, once money is put into planting a field of coffee, it's for 20 to 30 years.

Looking at it this way—as indeed there is no other economic way of looking at it—where is the solution to be found? It is a difficult problem, as there is no guarantee that prices will keep within levels that will yield a profit. Consumers cannot, of course, draw a contract with the producers assuring them a price for 20 years. We must have money besides the will to drink coffee. A quota scheme, just as is done with wheat and sugar, would have the inconvenience that the coffee producing countries are not all in the same situation: some have large reserves, others small one, and still others practically none. If somebody were to put this plan forward in the World Congress of Coffee, no doubt the countries without a reserve would accept it, but the ones with one would turn it down.

In view of these problems, the solution apparently lies in the encouragement of intensive cultivation rather than an extensive one.

Finally, there is another "short" future expectation which can be brought into discussion. While American roasters are asking for more coffee, their economy gives the impression of decreased activity, i.e., the future expectations to be pessimistic more than optimistic, if we look at the way the American government has cut down on its budget, the signs of slackening demand for automobiles, and the fall of farm incomes. Therefore, the incentive to produce more coffee is checked in part by the outlook of the American economy in the near future unless, from our point of view, there is a reshaping of American economic policy, especially to give more flexibility to international trade.

Will the convention of the National Coffee Association at Boca Raton be able to suggest a solution to this problem?



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the challenge: coffee facts for consumers

By RODOLFO LARA, Oficina del Cafe
Costa Rica

More dangerous than the plagues which attack the coffee tree, more dangerous than other phenomena of nature which partially destroy it, is the ignorance of the consuming public in North America with regard to the cultivation of coffee, the industry and the cost of its production.

Certain individuals have taken advantage of this ignorance to initiate and maintain campaigns damaging to the reputation of the producing countries, making them appear in the eyes of the American public as consciousless merchants who take pleasure in speculation.

In proof of what I say, there are the radio campaigns regularly broadcast on the principal networks of the most important centers in North America. Also, there are newspaper reports and threats from one leader or another motivated by a desire to sell his own products. In addition, there are Senatorial investigations sponsored by politicians anxious to build up political platforms seemingly without prejudice to the vital interests of their own country, which is not a coffee producer.

Because of these things, commerce in coffee, far from contributing to better understanding between the Latin American and North American peoples, divides them by maintaining a distrustful atmosphere between them.

Nothing constructive is achieved by the campaigns referred to, which are always unjust and, on occasion, actually aggressive. They leave a bitter taste of discord or, at the very least, a feeling of ill-will in the minds of the people.

The price of coffee, like that of all agricultural products, fluctuates or is stabilized, generally, by phenomena and circumstances beyond the control of man. One of these circumstances is the recent frost in the States of São Paulo and Paraná, which will reduce the volume of Brazilian production in the next three years to alarming proportions, and will influence the establishment of coffee prices during the same period.

When coffee prices rise in one of the producing countries and the increase in price in the others does not follow the same proportion in relation to the quality of the coffee bean, the coffee buyers take advantage of the relatively lower coffee prices to fill their own needs from these latter sources of supply. This is what presently happens with Brazil's coffee. Its price has been increased in such a way that the supplies of this product for the



world requirements have been lowered from 80 to 50 per cent.

But whether the circumstances in which a new price is fixed are owing to a phenomenon of nature or to the action of man, it is always the law of human convenience which rules the commercial transaction. Neither in one instance or the other has it been necessary to campaign aggressively against the producing countries.

Also, if the matter of coffee prices is examined, not only in a strictly commercial way, as exemplified by the procedure in the world markets, but from a social viewpoint, we must admit as legitimate the eagerness of the producing countries to raise the standard of living for their working people, to solve problems of housing and dearth of food supplies, and to make every effort not to allow national labor to be undersold.

The day that the American consuming public is acquainted with our regional problems; the day it understands coffee cultivation and industry; the day it comprehends what it means for the economy of these countries to have a decrease in production or a drop in the prices of the exportable products; that day investigation and censure will not be placed in the hands of unenlightened persons whose findings confuse people's judgments and encourage animosities.

the challenge to Colombian coffee

(Continued from page 97)

to teach scientific coffee growing to the sons of farmers. Here, at no cost to the family, the farmer's sons learn those modern techniques which our technicians feel are applicable to Colombian coffee culture.

The Federation does not believe dark days are ahead for the coffee industry. Instead, as we survey our potential world market, a feeling of genuine optimism becomes apparent. In the bustling, dynamic United States, many areas of coffee consumption are yet to be developed. In Europe, country after country is approaching a mass standard of living where coffee can again become a daily pleasure instead of a celebration beverage. Harmony prevails among the producing countries meeting together at the council table of the Pan-American Coffee Bureau to promote greater consumption. And you members of the trade reflect your own optimism and confidence in the basic stability and security of the industry as you collectively meet and plan your programs for the coming year.

The coffee industry makes a great contribution to the healthy economies of both North and Latin America, and as we progress towards greater acceptance of our product, the trade can count on the continued understanding and cooperation of the National Federation of Coffee Growers of Colombia.

the challenge facing Honduras coffee

By DAVID A. KATTAN,

Gone are the days when practically every single lot of Honduras coffees was properly described as "irregular, musty, hidey" and "not worth a dime." With the passing of time, Honduras coffees have mellowed with age and are now accepted by many as being fine, aromatic, clean and flavorful coffees.

The challenge facing Honduras coffees is to obtain general acceptability in the U. S. market, for while many roasters and importers have come to know the value of these coffees in blends, the average American roaster has never tried them, be it because of the coffee's previous bad reputation or because he knows so little about them.

Insofar as preparation is concerned, Honduras coffees have come a long way since their early days on the U. S. scene. Whereas previously all hulling and pulping operations were done with antiquated home-made mortars and pestles, today practically all washed and unwashed coffees are prepared with modern American and European-made machinery.

One pioneering Honduras shipper not only has the latest in coffee equipment but also owns and operates one of the very few completely automatic coffee processing plants in all of Central America.

If Honduras coffees are to be generally accepted by the trade in the U. S., everyone concerned—be he a planter, exporter or government official—must do his share by seeing to it that only properly prepared coffees are exported, and that no low grade product is permitted to leave the country, unless it is "classified and sold" as such.

In the last decade, the above-mentioned pioneers of Honduras coffees developed a marketing system (the only one in use in Honduras today) whereby all of their coffees were sold by grades and types. Six grades of unwashed coffees and three grades of the washed product were established.

This marketing system has proved a highly effective method for putting over Honduras coffees. However, all efforts to gain general acceptability on the U. S. market are to no avail, so long as a few shippers are permitted to continue exporting low grade and poorly prepared coffees (without marking same as such); and so long as they are permitted to sell those coffees with the simple description, "Honduras Coffees."

In America today, advertising plays a tremendous role in the sale of a product. However, this country is so



large that a limited propaganda campaign must be properly planned and coordinated to be highly effective.

While it is true that Honduras coffees are mentioned, along with other growths, in advertisements appearing in a number of U. S. magazines and newspapers, those advertisements do not focus attention on Honduras coffees in particular, and therefore are of doubtful value insofar as gaining acceptability for Honduras coffees is concerned, although they are a good media for the promotion of coffee as a product. The quality and merit of Honduras coffees can only be brought out by those who are primarily interested in those coffees.

With his own limited resources, one pioneering importer has been carrying on a single-handed effort to sell "Honduras" to the roasters and jobbers. This importer has spent large sums of money and has expended a tremendous effort in the past ten years towards the development of the Honduras market in the United States. However, if this campaign is to be successful, the cooperation of other shippers, as well as of all governmental agencies, must be secured.

Several years ago, the largest shipper in Honduras conducted a private survey, through its New Orleans office, on the types of coffees used in various sections of the country to determine just where Honduras coffees were used and where they could be used. After completion of this survey, hundreds of tests were run on blends embodying Honduras coffees.

A campaign to switch roasters from Santos and Paranas to Honduras unwashed coffees were begun shortly thereafter. Those using Guatemalans, Nicaraguans, Salvadorans, or Mexicans were shown how easy it was to use Honduras washed coffees in their blends, and in many cases how Honduras coffees could be substituted in place of other higher priced coffees. By careful selection and proper blending of Honduras coffees, many roasters were highly successful with the new product.

Today, with the spread between Santos unwashed coffees at nearly ten cents per pound, those dealers who made the switch to Honduras coffees are now in a very competitive position and are daily increasing their sales. One small buyer, who had been using ten bags a month three years ago, is now purchasing over 100 bags per month.

The government of Honduras has at its disposal today a golden opportunity to develop the U. S. market for its coffees by the use of a carefully prepared propaganda campaign. The story of Honduras coffees can be and should be told effectively to every roaster in the country.

Along with advertising Honduras coffees in leading trade magazines, the selling campaign can be aimed directly at all roasters and jobbers in the country. There

(Continued on page 112)

Nicaragua meets the improvement challenge

By HORACIO A. WHEELOCK, President
Sociedad Cooperativa Anonima de Cafeteros de Nicaragua

We welcome this opportunity COFFEE & TEA INDUSTRIES gives us to discuss here the problems of Nicaraguan coffee.

The desire to put into practice improved methods of coffee cultivation is now in the minds of every coffee grower, especially after the recent visit to our country of Eng. Juan Pablo Duque, one of the outstanding authorities on the subject.

We must add, however, that the idea of improving present plantations is not new among our farmers but has been with them for a long time now. The only thing which held back Nicaraguan farmers from going ahead with their plans for rehabilitation of coffee lands in the past were the low prices which the commodity brought for such a long time, prices that could barely meet the expenses of maintaining the plantations. Now, with the help of higher coffee prices, the farmers can introduce the new, scientific methods of cultivation which have been their ideal.

There is, though, one disturbing element in this picture which adversely affects this broad policy of plantation improvement by our people. We refer to the high export tax imposed on coffee, which dampens the enthusiasm of our farmers. They see their income eaten away by the exorbitant taxation just when they were about to reap the benefits of present good prices after the long waiting of the lean years.

We will be nearer the truth when we say that any improvement whatsoever in coffee cultivation will be due in great part to the combined efforts of the farmers themselves and of the Sociedad Cooperativa Anonima de Cafeteros de Nicaragua, as well as the Federacion Cafetalera Centro-American-Mexico-el Caribe.

After enduring the long years of very low prices, indications now are that a new era of good prices has begun which augurs well for the commodity in the world markets. We should add that in Nicaragua we have the government's promise of help for the industry, giving rise to new hopes among our farmers.

Official help to the Cooperativa de Cafeteros de Nicaragua would be used to implement the vast program of this organization, thus contributing to the improvement and better quality of the product. Such official help, coming in part from the taxes paid by the farmers themselves, would be used to create new facilities badly needed by our cooperative in order to meet the many requests for technical assistance,



information about pest and disease control, as well as statistical data.

It's worth mentioning the fact that Nicaragua has already succeeded in establishing the different qualities for her coffees in the world market. The qualities are: Good Washed Central; Standard Central; High Grown Central; and Strictly High Grown Central.

These types were classified as equal to the best growths of Central America and Mexico by experienced coffee people in those countries. Despite the fact the high quality of our coffee has thus been recognized, we haven't so far seen similar recognition pricewise. After a long struggle, the most we succeeded in obtaining was the parity with Santos 4. We hope, however, that we will attain a higher quotation for such a fine coffee as ours.

We have faith our coffees will attain parity with the prices of similar growths, for we realize that our coffee is somewhat unknown, due to the fact that up to now we haven't done any advertising, essential as competition increases in the world markets.

As to the standard price level for our coffees, we have insisted on the need to revise by means of an international authority the true qualities of the different growths, with higher prices in the world markets, without placing so much emphasis in the quality tests on such factors as advertising and country of origin. This proposal of ours, which shall be presented to the next World Coffee Conference, is an indication of our belief and our confidence that we eventually will succeed.

One of the most important aspects of the coffee situation is the high price for the product generally, which brought to it the attention of Senator Guy Gillette. The attack upon the commodity by Senator Gillette was refuted by the Asociacion Venezolana de Cafeteros and by FEDECAME in its last bulletin, which shows that among the more essential products coffee has had the least price advance.

We are absolutely convinced that the higher price for coffee is due to several factors, among them the simple one of the balance between supply and demand.

The producing countries have indeed benefited by this rise in coffee prices, but not unduly. Senator Gillette forgot the situation of the farmers during the 20 bad years before 1949. We could as well say, following the same line of reasoning of Senator Gillette, that the American people benefited unduly from the long period of low coffee prices. Today's prices should therefore be accepted as a result of world supply and demand.

Present high prices are inducing greater development of production and quality, to satisfy world demand. Moreover, they provide the means with which the majority of Latin

(Continued on page 109)

★ A Coffee Convention "Fact Reference" Feature

the challenge to coffee in Cuba

Dr. Benedi is also secretary of the Pan-American Coffee Bureau.

Coffee has been raised in Cuba on a large scale for 200 years. During the past century, our country exported large quantities of the precious beans.

The Independence War, in which Cuba was engaged, greatly affected our coffee plantations, destroying most of them. When the war was over, Cuba didn't receive the corresponding indemnification and the plantations remained destroyed.

Investment capital, particularly North American, encouraged the sugar cane industry and left coffee aside. But with hard work by the coffee growers, Cuba's coffee plantations were reconstructed. During 1949 they produced 86,400,000 pounds.

The protective custom tariffs introduced by General Machado, and measures adopted by General Batista,



By DR. CLAUDIO F. BENEDI,
General Secretary
Asociacion Nacional de Caficultores
Cuba

creating the Cuban Institute for the Stabilization of Coffee, fixing minimum prices and stabilizing measures, contributed to a great extent to the importance of the coffee market.

Low costs in the production of coffee in other countries, compelled us to take the protective measures mentioned, in order to avoid the destruction of Cuban coffee fertility.

At present, there are around 25,000 coffee growers who, with their families, operate about 247,900 acres of coffee. There are about 200,000 laborers working on the coffee plantations during the raising and harvesting periods, filling in for the inactive period in the sugar industry.

The demand in Cuba for coffee the last year amounted to 73,500,000 pounds. Owing to this fact, despite the high production, Cuba was unable to export any coffee during the present crop.

The National Association of Coffee Growers, has been

(Continued on page 117)



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Ethiopia's coffee challenge

By ROBERT GODFREY, Technical Assistant
Ministry of Commerce and Industry

While progress has been made in the past few years in the coffee industry in Ethiopia, there are still problems which must be solved. The problems appear more acute when examined in the light of the importance of coffee to the economy of the country, because more than 60 per cent of the total export value is derived from exports of coffee.

The first problem is how to increase the quantity of coffee produced, but this is broken down into two sub-heads.

First, since most of the Ethiopian coffee is wild, there are regions where picking is almost impossible. To reach the coffee forests it is necessary to make paths through the forests.

This is the chief reason that the exports of coffee from Addis Ababa during the Ethiopian year 1945 (September 11th, 1952-September 10th, 1953) were over 27,000 metric tons, while they were about 18,000 metric tons during the preceding year. People picked coffee from areas where no coffee was harvested previously.

Second, wild forests are now being cleared, young trees are being planted in empty spaces, and old trees are being uprooted. With the present good prices prevailing, it is expected that these improvements will continue. Government policy now permits the sale of coffee forest land to those persons who agree to clean the land and make coffee plantations.

Another problem facing the coffee industry is the lack of all-weather roads from the coffee producing areas to the processing centers. There are three shipping centers in Ethiopia: Addis Ababa, where the coffee goes to Djibouti by rail or to Assab by road; Dire Dawa, where the coffee goes to Djibouti by rail; and Gambela, where the coffee goes to the Sudan by river.

Taking them in reverse order, the coffee arrives in Gambela by road from Sayo and Gore, but the coffee must be shipped before the rains, since the roads are impassable after May. Sudanese steamers arrive in Gambela in July and August to take the coffee.

The coffee producing areas outside of Dire Dawa, where the Harar coffee is grown, have better roads, but usually the harvest is nearly all exported by August, about 7,000 metric tons.

Addis Ababa gets its coffee from the two main regions of Jimma and Sidamo, with some smaller quantities from Gore and Lekemti. From these places to the capital, the



same problem exists, there are no all-weather roads, but the roads are never completely closed.

The Imperial Highway Authority, staffed by the U. S. Bureau of Public Roads, hopes to be able to repair and reconstruct the roads in Ethiopia—which would solve the transport problem.

As mentioned above, most of the Ethiopian coffee is wild, the only exception being the Harar coffee. It is this quality which causes the coffee to vary in taste and appearance from one lot to another. If during the clearing and replanting the individual land owners decide to make plantations, there is no doubt that the quality would be improved and Ethiopian coffee would meet with better acceptance in the world market.

Coffee cleaning industry

During the past two years a new industry has come into being, coffee cleaning. There are decorticators and cleaners in all of the major coffee centers, as well as at many minor points, resulting in a saving in transport. In the port of export the coffee is hand picked and packed for export, except where it is specifically ordered to be machine cleaned.

The Coffee Cleaning and Grading Proclamation of 1952 requires every lot of coffee to be certified by a licensed cleaner and grader as to its origin, shape, size and type. This law is patterned after the Brazilian law, and it is desired that foreign importers request these certificates in order that they know what they are receiving.

The solution to the problems of increasing the quality and quantity of Ethiopian coffee rests partly with the government and partly with the planters. The government must provide the roads, and the planter must improve his methods of cultivation and harvesting.

Nicaragua meets the improvement challenge

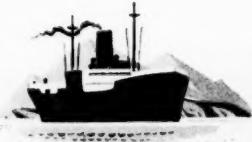
(Continued from page 107)

American countries buy United States goods, which also have risen in price.

But despite all these good reasons, we believe that an immoderate rise from the present price levels could be harmful to coffee, because it might generate a situation which could force consumers to switch to substitutes as they find their favorite beverage priced out of their reach.

All these facts about our product, which is the main export crop for the great majority of Central American countries, should be examined with the utmost care and in a unselfish manner for the good of producers, traders and consumers alike.

Step-by-step financing ...from the bean to the bag!



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the challenge to coffee in Europe

By JACQUES LOUIS-DELAMARE, Le Havre
France

World War II probably brought the most important revolution in the coffee channels in several centuries . . . and the coffee trade has perhaps been one of the chief victims of this cataclysm.

In 1945, in all the European countries but Switzerland, coffee was controlled, imported and often distributed by official agencies whose life, begun in 1940, ended between 1947 and 1952 when, almost last but certainly not least, the British Ministry of Food resigned as a coffee importer.

That does not mean that all European countries can freely buy now what they want. On the contrary, except Switzerland, one can nowhere buy a bean of green coffee without asking his administration an "exceptional allocation" or even its "experienced advice" on what and when he must buy. The most favored have to observe import quotas or pay premiums over the official rate of several foreign currencies.

As long as complete freedom is not granted to coffee, all the struggles to improve the quality of the blends or the consumption figures will be, if not useless, at least very difficult.

Another influence of so many years of restrictions and controls is the change in the usual trade channels. Before the war, import business was varied, with purchases in many origins or European ports, and arbitrations on the option markets. From 1940 on, the administrative agencies usually either sold to the roasters or gave them import licences, so that many roasters took this opportunity to accustom themselves to the import business.

As a matter of consequence, in several European countries the import business is now in the hands of roasters. Nevertheless, the "pure" importers still have something to say about it when financial problems arise, such as switches of currencies, compensation business, etc.

Moreover, if the final destination of the coffee is always in the cup of the consumer, it has inherited from the war a preponderent part in postwar financial life. This basic food is appreciated for a lot of international manipulations, and if things go on the same way as before, coffee will not be far from taking the place of the old gold standard.

In any event, whatever may happen to coffee, the last judge and master remains the consumer, and for the time being, he has good reasons to be severe. Apart from a few European countries, the consumer may be afraid of



the high prices he has to pay to have in his cup a drinkable beverage. In many places, good quality coffee is still either forbidden or so expensive, due to taxes and "premiums," that most of the consumers are obliged to turn their eyes and tongues toward low graded coffees.

But the necessary improvement in the quality of most European mixtures depends upon the liberality of the finance and economic affairs ministries.

As a matter of conclusion, we must point out that the chief challenge facing coffee in Europe is certainly this fallacious freedom that the administrations believe they have granted to the coffee trade.

Coffee can make its own the famous phrase of Mrs. Rolland mounting the scaffold in 1793.

"O Freedom, how many crimes are committed in your name!"

the challenge facing Colombian coffee in the United States market

(Continued from page 99)

standard of living of our people has been won largely by the sweat of our working people, who are producing more for the great U. S. markets.

Information and coordinated promotion are our weapons to combat the challenge facing Colombian coffee. But the challenge is not limited to Colombia, and the National Federation feels that as the problem affects all Latin American producing countries, it must be faced by the collective efforts of all the coffee producers.

Our unity must be unequivocal, unyielding. We must present one face to the public. This face must be honest and truly interested in the problems affecting the consuming public. Collectively, we must remember coffee has become more than a commodity to the American public. It is now a part of the way of U. S. life, an expected necessity to millions of people. It is a habit which the U. S. public proudly exhibits as millions after millions of cups of good, hot and iced coffee are enthusiastically consumed.

The "challenge" facing coffee must be replaced by the "necessity" for more and better coffee.

Arkell and Smiths completes bag plant expansion

Arkell and Smiths held an open house recently to mark the completion of a \$300,000 expansion program at their Wellsburg, W. Va. plant.

S. S. Yates, of Canajoharie, N. Y., president of the company, said this was the fourth expansion-modernization program at the Wellsburg plant since it started operation in 1930.

★ A Coffee Convention "Fact Reference" Feature

the challenge facing coffee in the U. K.

There is not a shadow of doubt that, as this year draws to a close, the coffee trade in the U.K. must brace itself to face a challenge which promises to be more serious than anything yet encountered during the lifetime of any of its members.

We are rather inclined to believe also that we are very much on our own during this period of trial for, unlike most of our contemporaries overseas, we exist as a small, though closely united trade, selling coffee to what is universally accepted as a nation of tea-drinkers.

The challenge amounts to this: We must sell coffee in the face of the highest prices ever known in modern times in this country: in the face of derationing of tea, which took place recently after a long period of post-war austerity; and in the face of a general economic austerity which still prevails and which has, of necessity, decreased the purchasing power of the domestic user's income.

Our long-term contracts for the supply of East African coffee to this market have been of immense advantage in sheltering the trade from the direct effects of world market price movements since 1949. Next year, however, as these contracts draw to a close, we shall of necessity have to face the genuine problem of importing coffees at world market prices and of selling these coffees here.

We already have some indication of the task that lies ahead. Allocations of contract coffees were considerably reduced at the beginning of this year in an endeavor to conserve stocks. To supplement these allocations, the trade has had to bring in fairly large quantities of other coffees at current world prices. Already the brake has been applied to domestic consumption by the inevitable rise in retail prices, and unfortunately there is every possible reason to expect that next year they must go still higher.

As a matter of interest, it may be remembered that in an article written for COFFEE & TEA INDUSTRIES last year, we quoted the current retail price for coffee. It was at that time about 6s. 2d. per pound vacuum packed, and about 5s. 4d. per pound for roasted coffee sold loose. Vacuum packed coffees are retailing at the moment at about 7s. 6d. per pound, loose coffee between 5s. 6d. and 6s. 6d., according to quality, with speciality blends for the connoisseur reaching as high as 7s. 0d. and 8s. 0d. a pound. This represents quite a big increase over a comparatively short space of time.

In spite of the present trend, the trade is far from discouraged and is, we believe, cheerful about accepting the challenge. Although next year most of the world's fine quality coffees will be beyond the reach of the main body of consumers, and the bulk of our supplies will consist of Robusta coffees, we have every intention of continuing our efforts in the publicity field to educate the consumer toward appreciation of quality. Present consumers must



By B. W. MALKIN, Honorary Secretary
Coffee Buyers' Association, Ltd.
London

somehow be conditioned to the higher prices and their interest must be maintained.

Neither must we neglect the task of education in the catering field, for here is to be found the trade's most strategic outlet. A recent survey has established that the mid-morning coffee habit is stoutly resisting the effects of generally increased prices and it is, of course, the caterer who copes with the main demand during this "coffee break".

To meet the challenge, we already have a scheme outlined which we hope will provide us with additional resources. Although coffee promotion continues, to the limits of our present funds, it has been realized that the campaign initiated by the Coffee Buyers Association, representing primary distributors) with the support of East Africa, India and the Belgian Congo, must now be expanded, and set on a broader financial basis.

With this in mind, the scheme has been initiated whereby not only primary distributors but all other sections of the coffee trade may take an active part in coffee promotion in this country. We have every reason to hope that, as a result, producers, importers, exporters, brokers, retailers, coffee specialists and equipment makers—in fact all who depend chiefly on coffee for their livelihood—may join in a concerted effort to hold and expand the market in the U.K., for we believe that it is now realized this is the only means to produce the resources necessary to survive the next year or two without severe damage.

We anticipate that the real test will come towards the end of 1954 and are confident that, before then, plans for aggressive promotion of coffee drinking will have been properly laid and put into action.

the challenge facing Honduras coffee

(Continued from page 106)

is much that can be told about Honduras coffees, about the country itself, and about its people. Maps of the growing regions could be furnished to the entire trade. Greeting cards, with graphic descriptions of historical places and events could be sent directly to every buyer in the U.S. during the holiday seasons, as well as on other important occasions throughout the year. Small handmade souvenirs of Honduras could be given out at Christmas time.

However, if a selling program is to be effective, it must be properly coordinated and directed by a person who not only knows Honduras, its people, and its coffee, but also by one who knows the U.S. coffee trade, its methods of operation, and its peculiarities, besides having a knowledge of American advertising methods.

If Honduras shippers continue to improve on the quality of their product, and if their government takes the necessary steps to tell the story of Honduras coffees to the trade in the United States, there is no doubt that Honduras coffees will meet the challenge facing them.

★ A Coffee Convention "Fact Reference" Feature

West Germany's coffee challenge

By DR. I. PATOW,
Syndikus
Verein der am Caffeehandel beteiligten Firmen
Hamburg, Germany

On November 1st, 1948, the Bundesrepublik of Western Germany, in addition to an exercise duty and turnover-tax, levied what was called a consumption tax of DM10.—approximately \$2.40—on every kilogram of green coffee imported. This tax undoubtedly brought an increasing revenue—DM 560,938,000 during the fiscal year 1952-53.

The Ministry of Finances saw no way to remove the tax, despite continuous approaches from all sides.

On the other hand, owing to the great discrepancy in prices, smuggling from the neighboring countries went on at a scale never seen before. Furthermore, the great mass of the population could no longer afford this cherished beverage.

For years the struggle for a drastic reduction of the coffee tax went on. Eventually it was brought about, by the passing of a new coffee-tax bill. This resulted in a considerable reduction, from DM 10 to DM 3 per kilogram of green coffee. This new tax was levied August 24th, 1953.

It is hoped that now smuggling and black marketing—estimated at about 14,000 tons last year—will be considerably checked, although probably not completely stopped.

Over and above that, it is reckoned that consumption will increase substantially, since now the roasted product can be offered at a retail level of about one third of its former price.

It is as yet difficult to forecast by what percentage consumption is likely to increase. Pessimists estimate an increase of 30 per cent at the most, while optimists figure it up to 100 per cent, and only the future will tell who was right.

World market prices will also have a considerable influence, since the consumers—and that means in the first place the housewives—do not worry as much about the amount of taxes as about whether the coffee in the stores is offered at a price which fits their budgets.

In order to meet the rising demand and give importers the facility to buy the qualities suitable for German requirements when the crops of the various coffee producing countries are being marketed, the government permitted (as of August 19th, 1953) the import of green coffee from Colombia, Central American countries, Venezuela and Peru, without limiting the amount of exchange available.

Bear in mind that Germany formerly bought more than 50 per cent of the coffee intended for home consumption from Brazil, and that it is also desirable for reasons of trade policy to keep on with this percentage. It has been agreed

(Continued on page 144)

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★ A Coffee Convention "Fact Reference" Feature

the challenge to coffee in Belgium

The spectacular expansion of consumption of coffee in the United States since World War II, and the promotion campaigns of the Pan-American Coffee Bureau, have incited the different markets to ask themselves about their consumption of coffee. What are their chances in the future?

It's known that the consumption of coffee in Belgium approaches five kilograms per capita. Statistics on imports of coffee reveal that this rate of consumption is nearly constant. In fact, one admits that there is a slight loss of about five per cent since the end of the war. Prices are responsible for this fact. One fears that a further increase in prices might lead coffee to becoming a fancy item in the Belgian household.

The interest of the coffee industry demands that consumption should increase within reasonable limits.



By J. DEMOLIN, Secretary General
Office du Café
Belgium

When we are talking of a reasonable expansion in consumption of coffee for our country, we take into account that the rate of consumption is already satisfactory. Nevertheless, there's no doubt that we have to give it continuous impetus in order to consolidate prevailing conditions and to achieve improvements beyond these positions. This is simply a law in the conduct of affairs.

In Belgium the sale of soluble coffee is unimportant. There are only a few imported brands of solubles. If their success is still moderate, the chances for the future of these specialities are equal to those prevailing elsewhere.

We find no "vacuum packed" coffees on our market, the prices of the cans being still too high. On the other hand, the sales of ground coffees, in paper bags, are expanding. This is, at the present time, the most favorable factor capable of promoting consumption. However, the problems of grinding are not solved and the results are

(Continued on page 117)

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★ A Coffee Convention
"Fact Reference" Feature

Sweden's coffee challenge

By ROBERT MELLIN,
Assistant Manager, Förenade Kaffeimportörers
Rosteri Aktiebolag AB Triangeln, Sweden

We are coffee drinkers in this country, and no other drink can be compared to it in popularity. As a matter of fact, Sweden was the biggest consumer per capita before the last war. We are now beaten by the U. S. A.

Still, there might happen things which would reduce consumption, and the most dangerous is, of course, higher prices and in connection with that, what people can afford.

Taxation is heavy, indeed, direct and indirect. You would be astonished to know how much we have to pay for luxuries, but it is too dangerous for any political party even to speak about raising the duty on coffee.

Money is getting scarce, as the money-market is regulated by the government and living is very expensive. I think that we are at the very top now, and that a further rise in price would be quite a blow to coffee consumption here.

Some weeks ago we were in a rather bad situation when Brazil put on a minimum price of \$68.00 per bag, and the selling difference could be placed on the free market. But there was no market for Swedish kronor. At the same time, the cruzeiros price for a N. Y. 2/3 advanced to Cr. 1400. per 50 kilos. That would have meant Kr. 1.— more per kilo f.o.b. than we pay now. As the financial position of Sweden is rather weak it could have caused a new rationing of coffee.

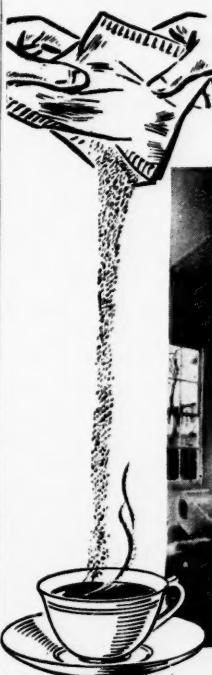
It was quite a nervous time for importers. At last the matter has been settled, and the Banco do Brasil is now buying our kronor, which means that the Swedish people still are drinking coffee at any time of the day.

Sweden is today a country regulated by a jungle of laws, which I am afraid is the situation in many other countries. In 1934 an investigation was made by the government how to make a monopoly of the coffee trade. Nothing happened at that time, but one never knows when the situation will be suitable. If so, I am afraid that the quality which is now kept at a high level will be rather poor, and the price far too high.

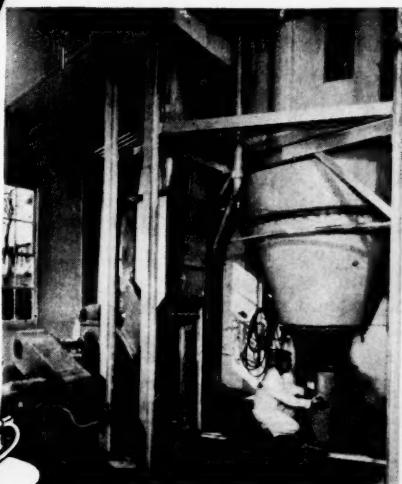
Regarding tea, cocoa-cola, etc., there is some market for them, but compared to coffee it is negligible. During times when coffee was rationed, they have been drunk, but what Swedes want is coffee morning, noon and night.



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★ A Coffee Convention "Fact Reference" Feature

the challenge to coffee in Canada

By E. JOHN GOODFELLOW, Director
Otis, McAllister (Canada) Ltd.

In 1942 Canada, with a population of approximately 11,500,000, imported 45,000,000 pounds of coffee, or 3.9 pounds per capita. In 1952, with a population of 14,500,000, Canada imported 97,500,000 pounds, or 6.8 pounds per capita.

These statistics are very encouraging, of course, but there is a very sound reason for this increase in consumption. The quality of coffee consumed by Canadians has steadily improved during the past few years, and Canadians have become definitely quality conscious.

With the recent sharp advance in the price of green coffee we should be on guard against any temptation to lower our standards or to inject lower grade coffees into our blends.

Canada is a young and vigorous country, just entering a period of vast and rapid development and expansion. Billions of dollars are being invested in Canada, in her minerals, in her oil and in her industry. Employment and income figures are at an all time high and, provided no catastrophe, such as another war, overtakes us—which seems unlikely, at least for some time to come—these conditions of prosperity should continue for many years.

Fear has been expressed in the trade that the recent increase in the retail price of coffee might be reflected in

decreased consumption. It is too early yet to know to what extent, if at all, consumption will be affected, but since Canadians have developed a taste for coffee, and for good coffee, we may easily find that Mrs. Consumer will take the price increase in her stride and soon become used to coffee at a dollar plus.

Instant, or soluble, coffee has made rapid strides during the past year or two, and the convenience of solubles undoubtedly appeals to many people, especially those who lack either time or the equipment to brew freshly ground coffee. The quality of solubles has greatly improved since they first appeared on the market, and they are gaining ground rapidly.

Whether the solubles business will eventually reduce the amount of ground coffee sales, or whether users of instant coffees are, for the most part, converts from other beverages, is not certain. The fact that imports of coffee into Canada have shown a fairly steady upward trend during the past few years is, however, encouraging.

How can the coffee industry take the fullest advantage of the opportunity afforded by conditions in Canada today to increase coffee consumption?

It would appear to be imperative that the trade embark on an intelligent and forceful advertising campaign, both in trade publications aimed at the restaurateur and directly to the general public.



Coffee

American Trust Company, which in 1954 celebrates 100 years of banking, has long played an important part in the financing of all phases of the Coffee Industry. We are keenly interested in maintaining and building the San Francisco Bay Area's position as one of the leading coffee centers in the nation. We invite inquiries regarding your financial needs.

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AMERICAN
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Since 1854

The standard of quality of the coffee served in Canadian restaurants and hotels has certainly improved very much—but it has a long way to go to reach perfection. If restaurateurs fully realized the importance of serving a really good cup of coffee and its effect on their customers, they would go to great lengths to insure, through the purchase of high grade coffee and careful brewing methods, that their coffee would become a veritable magnet, delighting their present customers and attracting new business.

In advertising to the public it would seem that the best course would be to stress *good* coffee, in other words, to suggest the idea of quality to the mind of the consumer. It is only as we use *good* coffee that the desire for a second cup is stimulated, and it is the second cup which builds increased business.

Millions of dollars are spent annually in advertising competitive beverages, but the flavor of coffee is unique, and once a taste for good coffee is acquired, it is a difficult habit to break.

Let us in Canada meet the challenge and the opportunity which is ours in this young country, and let us determine to serve *THE BEST CUP OF COFFEE IN THE WORLD!* If we do this, the industry will have nothing to fear and consumption will increase in a way which will surprise even the most optimistic of us.

the challenge to coffee in Belgium

(Continued from page 108)

still unequal.

Blending and roasting of coffee are decent. The use the public makes of the product is satisfactory. But when tasted in demonstrations, when the necessary precautions of brewing have been taken, the user finds them much better and he confesses that his method is more careless.

In the cafés so numerous in our country, the "café filtre" is the king of coffee. However, it is a poor king, because the carvers pursue only their own profit, stripping the king almost of all his good qualities.

We have no propaganda at all for the promotion of the use of coffee. Publicity for a few private brands offers the public no valuable information. Publicity for coffee, moreover, is rather scarce.

As everywhere else, the coffee industry competes by means of prices, but with more or less respect for quality.

Informed people feel that the market needs, first of all, a wider respect for quality coffees and a judicious use of it. There should be the initial chances for the future.

the challenge to coffee in Cuba

(Continued from page 108)

engaged in important battles for the defense of the Cuban coffee market.

The Association is now fighting against the adulteration of coffee, having been the first in America to obtain stringent legislation to avoid such adulteration. The Advisory Council, following a suggestion of the writer, declared as an aggression against Cuban economy the adulteration of coffee, and set penalties against it.

We have also obtained collateral economic measures tending toward the stabilization of the price of coffee, the expanding of the plantations and the improving of technical ability and intensive raising of the beans. Cuba will be, in a very near future, in a position to go on the world market.



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Please mail FREE SAMPLES OF BLUE STREAK COFFEE FILTERS (all sizes, for Percolators and Drip Coffeemakers).

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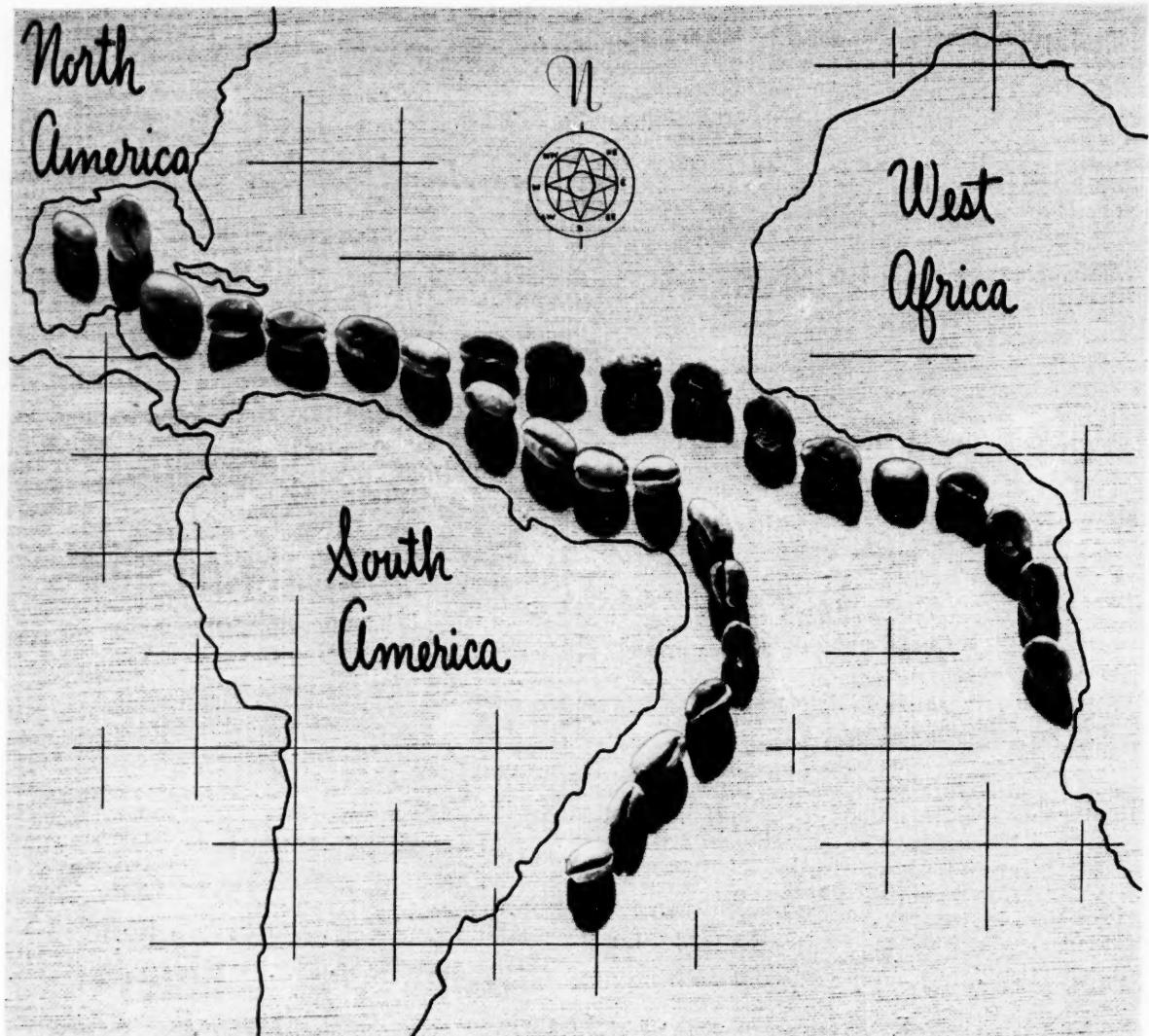
CITY..... STATE.....

SUPPLIER'S NAME.....

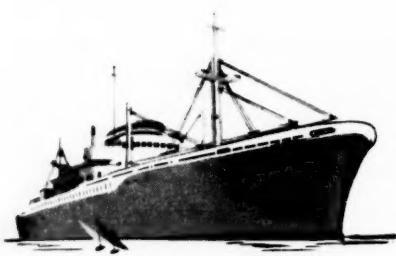
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The Route of the Coffee Fleet



Importing coffee is an extremely important part of U. S. commerce. It is an excellent example of two-way trade, as coffee producing countries have always been good customers for U. S. products. Delta Line is proud of its 34 years association with the coffee industry and has regular weekly sailings from Brazil and regular three week sailings from West Africa to the U. S. Gulf ports.

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THE COFFEE FLEET SERVES MID-CONTINENT UNITED STATES

the challenge facing coffee in ocean freight shipping

By ROGER R. DAUGHERTY, Grace Line Inc.

While water is a basic ingredient in brewing a cup of coffee, its importance to coffee is felt long before the two meet in the pot. Water has always provided a natural avenue of transportation and has offered the facility for developing today's fast, dependable and economical steamship service between the coffee-producing and coffee-consuming areas. The coffee industry requires this service to enable them to deliver their finest coffees at reasonable prices to the consumer.

The demand for speed in shipping means far more than fast vessels. It necessitates the rapid receipt and loading of coffees at the port of origin and their swift dispatch at the port of destination. This procedure minimizes the lapsed time between the date of purchase and the date of delivery to the consumer. This lapsed time is important to the coffee importer because during this period interest is being paid on covering loans, capital is tied up, and delay may cause this important product to lose some of its weight through shrinkage. Such factors are all vital to an efficient and profitable handling of this essential commodity in the American way of living.

To expedite coffee handling at port of loading, the shipping industry is utilizing modern mechanical handling devices to move the coffees from port warehouses to a point of stowage in the vessels' holds. Steamship companies carefully plan stowage of cargoes prior to the vessel's arrival at the coffee port, so as to make the maximum number of hatches or cargo openings available for the reception of coffees.

To aid in the dispatch of coffees from stateside terminals and to minimize detention of trucks and lighters at the piers, coffees, after sorting or "chopping out," are placed on wooden platforms or pallets. These pallets, which are readily handled by fork lift trucks, facilitate the movement of coffees by block or chop to the receiver's trucks, lighters, etc.

The shipping industry has recognized the need for greater sea speeds of its cargo carriers and has progressed from the vessels of eight to ten knots, of the pre-World War II days, to a point where a minimum speed of 16 knots is accepted as necessary for efficient operation of today's general cargo vessels. Should the new Mariner ships of 20-plus knots, which are being built under a

U. S. Maritime Administration program, prove to be economical in commercial operation, they may become the prototype of the freighter of tomorrow.

The advent of the steamship with a turn-around time a fraction of that of a sailing ship, and with an ability to make practically as good time against the wind as with it, brought the opportunity to offer dependable scheduled service. This new efficiency contributed greatly to the development of world trade because, in effect, it increased the available shipping space from two to three times. Further, it encouraged the ship owners to build larger fleets, thereby enabling them to offer more frequent sailings from the trade ports of the world.

Today the progressive ship owners who, with their large fleets, maintain regular, frequent, and direct sailing on dependable schedules of fixed itinerary, from the major coffee ports, assure prompt and regular arrivals at the American market.

This dependable service enables the coffee merchant to plan his business venture; he may make sales in advance and be reasonably certain of delivery. Buyers may minimize stocks, reduce warehouse costs, and maintain a fast turnover of their coffees, all factors which accelerate the re-employment of his operating capital.

The man who pays the freight bill wants the fairest rates obtainable commensurate with good service. He also wants a stable freight rate so that he may pursue his coffee trading with confidence that the fluctuations in prices result only from the peculiarities of the market in which he is dealing. Stability of rates also assures the trader that his product is priced competitively on its merits of quality and his efficiency of operation. The ocean freight conference, a voluntary association of steamship lines engaging in a particular trade which enters into agreements for the establishment and stabilization of freight rates and the elimination of unfair competitive practices, achieves this purpose. In support of rate stability, equality of treatment, plus the assurance of continued fast, efficient and frequent service, contracts are offered to the green coffee importer in exchange for his shipments.

The lines serving a trade are aware of the community of interest between the importer who wants to do the maximum volume of business and the ship-owner who wishes to obtain as much cargo as possible. As a result, rate changes are negotiated by the conference lines directly with representative importers or trade associations.

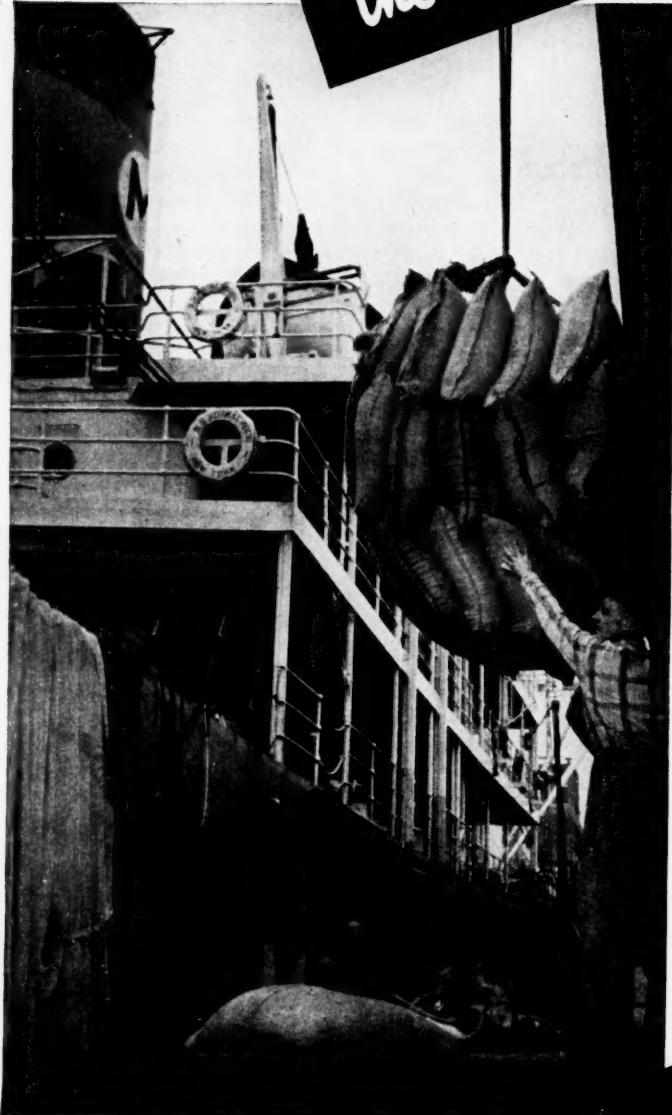
In an effort to reduce costly claims, some steamship

(Continued on page 129)

SHIPS.....

the essential factor

in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

MOORE-McCORMACK
Lines
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New York 4

Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Doder—Doder Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independence—Independence Line
Istrandisen—Istrandisen Co., Inc.
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Netherland Steamship Co.
Robin—Robin Line
Royal Inter—Royal Intercean Lines
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
Wes-Lar—Westal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gj—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nj—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS SHIP LINE DUE

ACAJUTLA

| | | | |
|-------------------|--------|------------------------|---------------|
| 11/16 Majorka | UFruit | Cristobal ² | 11/24 NY12/1 |
| 11/25 Cstl Nomad | Grace | LA12/4 SF12/7 | Sel12/13 |
| 11/26 Marna | UFruit | Cristobal ² | 12/5 NY12/13 |
| 12/10 Mabellia | UFruit | Cristobal ² | 12/19 NY12/27 |
| 1/1 Cstl Avnturer | Grace | LA1/12 SF1/15 | Sel1/21 |
| 1/30 Anchor Hitch | Grace | LA2/9 SF2/12 | Se2/8 |

SAILS SHIP LINE DUE

| | | |
|----------------------|--------------|----------------------------------|
| 11/21 Vindeggan | UFruit | NY12/1 |
| 11/24 Santa Catalina | Grace | NY12/2 |
| 11/27 La Heve | Independence | LA12/30 SF1/2 Po1/7 Sel/9 Val/10 |
| 11/27 C. Cumberland | UFruit | NY12/7 |
| 12/1 C. G. Thulin | UFruit | NO12/13 |
| 12/1 Santa Anna | Grace | NY12/9 |
| 12/4 Cape Ann | UFruit | NY12/14 |
| 12/8 Santa Teresa | Grace | NY12/16 |
| 12/11 Cstl Avnturer | Grace | LA1/12 SF1/15 Sel/21 |
| 12/12 Vindeggan | UFruit | NY12/22 |
| 12/15 Byfjord | UFruit | NO12/27 |
| 12/18 C. Cumberland | UFruit | NY12/28 |
| 12/25 Cape Ann | UFruit | NY1/1 |
| 1/5 Anchor Hitch | Grace | LA2/9 SF2/12 Se2/18 |

ACAPULCO

| | | | |
|---------------------|-------|------------------------|-------|
| 11/22 Cstl Avnturer | Grace | Cristobal ¹ | 12/6 |
| 12/17 Anchor Hitch | Grace | Cristobal ¹ | 12/31 |
| 12/31 Cstl Nomad | Grace | Cristobal ¹ | 1/14 |

BARRIOS

| | | |
|---------------------|--------|-----------------|
| 11/10 C. Cumberland | UFruit | NY11/17 |
| 11/12 Fiador Knot | UFruit | HO11/17 NO11/20 |
| 11/20 Mataura | UFruit | NY11/23 |
| 11/21 Mayari | UFruit | HO11/27 NO11/30 |
| 11/26 Levers Bend | UFruit | HO12/1 NO12/4 |
| 11/26 Copan | UFruit | NY12/1 |
| 12/2 Leon | UFruit | HO12/7 NO12/10 |
| 12/3 Cape Avinof | UFruit | NY12/9 |
| 12/9 Fiador Knot | UFruit | HO12/15 NO12/18 |
| 12/10 Choloma | UFruit | NY12/18 |
| 12/16 Mayari | UFruit | HO12/22 NO12/25 |
| 12/18 Mataura | UFruit | NY12/25 |
| 12/23 Levers Bend | UFruit | HO12/29 NO1/1 |
| 12/24 Copan | UFruit | NY1/1 |
| 12/31 Avinof | UFruit | NY1/6 |

AMAPALA

| | | | |
|---------------------|--------|------------------------|-----------------------|
| 11/12 Lempa | UFruit | Cristobal ² | 11/14 HO11/20 NO11/22 |
| 11/21 Majorka | UFruit | Cristobal ² | 11/24 NY12/1 |
| 11/22 Cstl Nomad | Grace | LA12/4 SF12/7 | Sel12/13 |
| 11/27 Cstl Avnturer | Grace | Cristobal ¹ | 12/6 |
| 12/2 Marna | UFruit | Cristobal ² | 12/5 NY12/13 |
| 12/16 Mabellia | UFruit | Cristobal ² | 12/19 NY12/27 |
| 12/22 Anchor Hitch | Grace | Cristobal ² | 12/31 |
| 12/28 Cstl Avnturer | Grace | LA1/12 SF1/15 | Sel1/21 |
| 1/5 Cstl Nomad | Grace | Cristobal ¹ | 1/14 |
| 1/21 Anchor Hitch | Grace | LA2/9 SF2/12 | Se2/18 |

ANGRA DOS REIS

| | | | |
|-----------------|---------|-----------------|--------------------------|
| 11/14 Seafarer | PAB | LA12/3 SF12/5 | Val12/10 Sel2/11 Po12/14 |
| 11/25 Heranger | Wes-Lar | LA12/22 SF12/25 | Po12/31 Sel1/2 Val/4 |
| 12/10 Grenanger | Wes-Lar | LA1/5 SF1/8 | Po1/14 Sel1/16 Val/17 |
| 12/22 Forester | PAB | LA1/10 SF1/12 | Val1/18 Sel1/19 Po1/22 |

BUENAVENTURA

| | | |
|---------------------|--------------|--|
| 11/15 Santa Barbara | Grace | NY11/23 |
| 11/17 Santa Adela | Grace | LA11/26 SF11/28 |
| 11/20 Farmer | Gulf | HO12/2 NO12/4 |
| 11/21 La Hague | Independence | LA11/30 SF12/2 Val12/7 Sel12/9 Po12/11 |
| 11/22 Santa Maria | Grace | NY11/30 |
| 11/29 Santa Luisa | Grace | NY12/7 |



Looking ahead

WITH THE COFFEE TRADE

Through almost a century of inter-American shipping service, Grace Line has always paid close attention to the special needs of the coffee trade. With long experience has come a sure understanding of coffee shipping requirements, which is reflected in the continuing effort to make Grace Line facilities ever more useful to this important industry.

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Our friends in the National Coffee Association who are now meeting in their 1953 convention to study new trends and problems in the industry may rest assured that Grace Line, too, is looking ahead. As industry-wide efforts are made to encourage larger production Grace Line is fully prepared to meet an expanding need for swift, dependable transportation between the Americas.

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| SAILS | SHIP | LINE | LINE | LINE | LINE | LINE | LINE | LINE | LINE | LINE | LINE |
|-------|---------------|--------------|---------|---------|---------|---------|---------|------|------|------|------|
| 12/3 | La Baule | Independence | LA12/15 | SF12/17 | Po12/22 | Se12/24 | Va12/26 | | | | |
| 12/4 | Merchant | Gulf | Ho12/16 | No12/19 | | | | | | | |
| 12/5 | Santa Juana | Grace | LA12/14 | SF12/16 | Se12/23 | | | | | | |
| 12/6 | Santa Cecilia | Grace | NY12/14 | | | | | | | | |
| 12/18 | La Heve | Independence | LA12/30 | SF1/2 | Po1/7 | Se1/9 | Va1/10 | | | | |
| 12/18 | Shipper | Gulf | Ho12/30 | No1/2 | | | | | | | |
| 12/18 | Santa Leonor | Grace | LA12/27 | SF12/29 | Se1/5 | | | | | | |
| 12/29 | Santa Elisa | Grace | LA1/7 | SF1/9 | Se1/16 | | | | | | |
| 1/17 | Santa Flavia | Grace | LA1/26 | SF1/28 | Se2/4 | | | | | | |

CARTAGENA

| | | | | | | | | | | | |
|-------|---------------|--------------|---------|-------|-------|-------|--------|--|--|--|--|
| 11/14 | Santa Paula | Grace | NY11/18 | | | | | | | | |
| 11/14 | Cape Ann | UFruit | NY11/23 | | | | | | | | |
| 11/18 | Byfjord | UFruit | No11/29 | | | | | | | | |
| 11/21 | Santa Rosa | Grace | NY11/25 | | | | | | | | |
| 11/25 | La Heve | Independence | LA12/30 | SF1/2 | Po1/7 | Se1/9 | Va1/10 | | | | |
| 11/28 | C. Cumberland | UFruit | NY12/8 | | | | | | | | |
| 11/28 | Santa Paula | Grace | NY12/2 | | | | | | | | |
| 12/2 | C. G. Thulin | UFruit | No12/13 | | | | | | | | |
| 12/5 | Cape Ann | UFruit | NY12/14 | | | | | | | | |
| 12/5 | Santa Rosa | Grace | NY12/9 | | | | | | | | |
| 12/16 | Byfjord | UFruit | No12/27 | | | | | | | | |
| 12/19 | C. Cumberland | UFruit | NY12/28 | | | | | | | | |
| 12/26 | Cape Ann | UFruit | NY1/4 | | | | | | | | |

CHAMPERICO

| | | | | | | | | | | | |
|-------|---------------|-------|--------|--------|---------|--|--|--|--|--|--|
| 11/26 | Cstl Nomad | Grace | LA12/4 | SF12/7 | Se12/13 | | | | | | |
| 1/4 | Cstl Avnturer | Grace | LA1/12 | SF1/15 | Se1/21 | | | | | | |
| 2/1 | Anchor Hitch | Grace | LA2/9 | SF2/12 | Se2/18 | | | | | | |

CORINTO

| | | | | | | | | | | | |
|-------|---------------|--------------|-----------|---------|---------|---------|---------|--|--|--|--|
| 11/15 | Majorka | UFruit | Cristobal | 11/24 | NY12/1 | | | | | | |
| 11/21 | Cstl Nomad | Grace | LA12/4 | SF12/7 | Se12/13 | | | | | | |
| 11/24 | La Hague | Independence | LA11/30 | SF12/2 | Va12/7 | Se12/9 | Po12/11 | | | | |
| 11/25 | Marna | UFruit | Cristobal | 12/5 | NY12/13 | | | | | | |
| 11/29 | Cstl Avnturer | Grace | Cristobal | 12/6 | | | | | | | |
| 12/6 | La Baule | Independence | LA12/15 | SF12/17 | Po12/22 | Se12/24 | Po12/26 | | | | |
| 12/9 | Mabella | UFruit | Cristobal | 12/19 | NY12/27 | | | | | | |
| 12/21 | La Heve | Independence | LA12/30 | SF1/2 | Po1/7 | Se1/9 | Va1/10 | | | | |

| SAILS | SHIP | LINE | LINE | LINE | LINE | LINE | LINE | LINE | LINE | LINE | LINE |
|-------|---------------|-------|-----------|--------|--------|------|------|------|------|------|------|
| 12/24 | Anchor Hitch | Grace | Cristobal | 12/31 | | | | | | | |
| 12/27 | Cstl Avnturer | Grace | LA1/12 | SF1/15 | Se1/21 | | | | | | |
| 1/7 | Cstl Nomad | Grace | Cristobal | 1/14 | | | | | | | |
| 1/20 | Anchor Hitch | Grace | LA2/9 | SF2/12 | Se2/18 | | | | | | |

CRISTOBAL

| | | | | | | | | | | | |
|-------|---------------|--------|---------|--|--|--|--|--|--|--|--|
| 11/10 | Santa Isabel | Grace | NY11/16 | | | | | | | | |
| 11/17 | San Barbara | Grace | NY11/23 | | | | | | | | |
| 11/23 | Byfjord | UFruit | No11/29 | | | | | | | | |
| 11/24 | Santa Maria | Grace | NY11/30 | | | | | | | | |
| 11/25 | Majorka | UFruit | NY12/1 | | | | | | | | |
| 12/1 | Santa Luisa | Grace | NY12/7 | | | | | | | | |
| 12/6 | Marna | UFruit | NY12/13 | | | | | | | | |
| 12/7 | C. G. Thulin | UFruit | No12/13 | | | | | | | | |
| 12/8 | Santa Cecilia | Grace | NY12/14 | | | | | | | | |
| 12/20 | Mabella | UFruit | NY12/27 | | | | | | | | |
| 12/21 | Byfjord | UFruit | No12/27 | | | | | | | | |

DAR es SALAAM

| | | | | | | | | | | | |
|-------|---------------|---------|----------|--------|--------|--------|-------|--------|--|--|--|
| 11/18 | Charlotte | Lykes | Gulf 1/3 | | | | | | | | |
| 11/27 | Afr Crescent | Farrell | NY12/30 | | | | | | | | |
| 11/28 | Limburg | JavPac | LA1/21 | SF1/25 | Po1/31 | Se2/5 | Va2/7 | | | | |
| 12/1 | Van Heutsz | Royal | LA1/17 | SF1/25 | Po1/30 | Se1/30 | Va2/1 | Po2/17 | | | |
| 12/22 | Afr Lightning | Farrell | NY1/21 | | | | | | | | |
| 12/28 | Silvermoon | JavPac | LA2/21 | SF2/25 | Po3/3 | Se3/7 | Va3/9 | | | | |

DURBAN

| | | | | | | | | | | | |
|-------|---------------|-------|------------|--|--|--|--|--|--|--|--|
| 11/10 | Charlotte | Lykes | Gulf 1/7 | | | | | | | | |
| 11/19 | Elizabeth | Lykes | Gulf 12/29 | | | | | | | | |
| 11/30 | Kenneth McKay | Lykes | Gulf 1/28 | | | | | | | | |

EL SALVADOR

| | | | | | | | | | | | |
|-------|------------|--------------|---------|---------|---------|---------|---------|--|--|--|--|
| 11/12 | Chili | French | LA11/24 | SF11/27 | Va12/2 | Se12/6 | Po12/8 | | | | |
| 11/25 | La Hague | Independence | LA11/30 | SF12/2 | Va12/7 | Se12/9 | Po12/11 | | | | |
| 12/3 | Etna | Italian | LA12/12 | SF12/15 | Va12/21 | Se12/25 | Po12/31 | | | | |
| 12/8 | La Baule | Independence | LA12/15 | SF12/17 | Po12/22 | Se12/24 | Va12/26 | | | | |
| 12/9 | Washington | French | LA12/16 | SF12/20 | Va12/26 | Se12/30 | Po1/2 | | | | |
| 12/23 | La Heve | Independence | LA12/30 | SF1/2 | Po1/6 | Se1/9 | Va1/10 | | | | |



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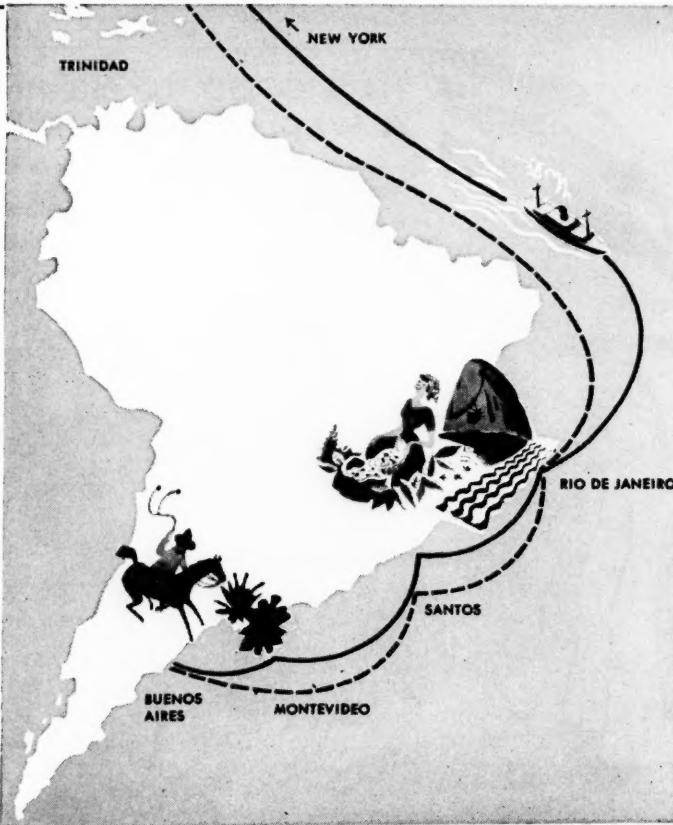
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SAILS SHIP LINE DUE

GUATEMALA

| | | | | | | |
|-------|------------|--------------|-----------------|----------|---------|----------|
| 11/17 | Chili | French | LA11/24 SF11/27 | Val12/2 | Se12/6 | Pol12/8 |
| 11/25 | La Hague | Independence | LA11/30 SF12/2 | Val12/7 | Se12/9 | Pol12/11 |
| 12/4 | Etna | Italian | LA12/12 SF12/15 | Val12/21 | Se12/25 | Pol12/31 |
| 12/9 | La Baule | Independence | LA12/15 SF12/17 | Pol12/2 | Se12/24 | Val12/26 |
| 12/10 | Washington | French | LA12/16 SF12/20 | Val12/26 | Se12/30 | Pol12/2 |
| 12/24 | La Heve | Independence | LA2/30 SF1/2 | Pol1/6 | Se1/9 | Val1/10 |

GUAYAQUIL

| | | | | | | |
|-------|--------------|-------|-----------------|-------|--|--|
| 11/13 | Santa Adela | Grace | LA11/26 SF11/28 | | | |
| 12/14 | Santa Leonor | Grace | LA12/27 SF12/29 | Se1/5 | | |
| 1/13 | Santa Flavia | Grace | LA1/26 SF1/28 | Se2/4 | | |

LA GUAIRA

| | | | | | | |
|-------|----------------|-------|---------|--|--|--|
| 11/12 | Santa Paula | Grace | NY11/18 | | | |
| 11/18 | Santa Catalina | Grace | NY12/2 | | | |
| 11/19 | Santa Rosa | Grace | NY11/25 | | | |
| 11/26 | Santa Paula | Grace | NY12/2 | | | |
| 11/28 | Santa Anna | Grace | NY12/9 | | | |
| 12/3 | Santa Rosa | Grace | NY12/9 | | | |
| 12/5 | Santa Teresa | Grace | NY12/16 | | | |

LA LIBERTAD

| | | | | | | |
|-------|---------------|--------|------------------------|---------|---------|--|
| 11/17 | Maforka | UFRuit | Cristobal ² | 11/24 | NY12/1 | |
| 11/24 | Cstl Nomad | Grace | LA12/4 SF12/7 | Se12/13 | | |
| 11/26 | Cstl Avnturer | Grace | Cristobal ¹ | 12/6 | | |
| 11/28 | Marna | UFRuit | Cristobal ² | 12/5 | NY12/13 | |
| 12/12 | Mabellia | UFRuit | Cristobal ² | 12/19 | NY12/27 | |
| 12/21 | Anchor Hitch | Grace | Cristobal ¹ | 12/31 | | |
| 12/30 | Cstl Avnturer | Grace | LA1/12 SF1/15 | Se1/21 | | |
| 1/4 | Cstl Nomad | Grace | Cristobal ¹ | 1/14 | | |
| 1/29 | Anchor Hitch | Grace | LA2/9 SF2/12 | Se2/18 | | |

LA UNION

| | | | | | | |
|-------|---------------|--------|------------------------|---------|---------|---------|
| 11/10 | Lempa | UFRuit | Cristobal ² | 11/14 | Hol1/20 | NO11/22 |
| 11/19 | Majorka | UFRuit | Cristobal ² | 11/24 | NY12/1 | |
| 11/23 | Cstl Nomad | Grace | LA12/4 SF12/7 | Se12/13 | | |
| 11/28 | Cstl Avnturer | Grace | Cristobal ¹ | 12/6 | | |
| 11/30 | Marna | UFRuit | Cristobal ² | 15/5 | NY12/13 | |
| 12/14 | Mabellia | UFRuit | Cristobal ² | 12/19 | NY12/27 | |
| 12/23 | Anchor Hitch | Grace | Cristobal ¹ | 12/31 | | |
| 12/29 | Cstl Avnturer | Grace | LA1/12 SF1/15 | Se1/21 | | |
| 1/6 | Cstl Nomad | Grace | Cristobal ¹ | 1/14 | | |
| 1/28 | Anchor Hitch | Grace | LA2/9 SF2/12 | Se2/18 | | |

LIMON

| | | | | | | |
|-------|---------------|--------|---------|--|--|--|
| 11/12 | Choloma | UFRuit | NY11/20 | | | |
| 11/17 | Cape Ann | UFRuit | NY11/23 | | | |
| 11/24 | Vindegen | UFRuit | NY12/1 | | | |
| 12/1 | C. Cumberland | UFRuit | NY12/7 | | | |
| 12/8 | Cape Ann | UFRuit | NY12/14 | | | |
| 12/15 | Vindegen | UFRuit | NY12/22 | | | |
| 12/22 | C. Cumberland | UFRuit | NY12/28 | | | |
| 12/29 | Cape Ann | UFRuit | NY1/4 | | | |

LOBITO

| | | | | | | |
|-------|-------------|----------|---------|--|--|--|
| 11/18 | Afr Grove | Farrell | NY12/23 | | | |
| 11/19 | Afr Patriot | Farrell | NY12/9 | | | |
| 11/22 | Del Sol | Delta | NO12/16 | | | |
| 11/27 | Granville | Am-W Afr | NY12/31 | | | |
| 12/12 | Del Oro | Delta | NO1/5 | | | |
| 12/15 | Afr Dawn | Farrell | NY1/9 | | | |
| 1/2 | Del Campo | Delta | NO1/26 | | | |

LOURENCO MARQUES

| | | | | | | |
|-------|-----------|-------|-----------|--|--|--|
| 11/11 | Charlotte | Lykes | Gulf 1/6 | | | |
| 11/22 | Elizabeth | Lykes | Gulf 12/7 | | | |

LUANDA

| | | | | | | |
|-------|-------------|----------|---------|--|--|--|
| 11/16 | Afr Patriot | Farrell | NY12/9 | | | |
| 11/18 | Afr Grove | Farrell | NY12/23 | | | |
| 11/19 | Del Sol | Delta | NO12/16 | | | |
| 11/24 | Granville | Am-W Afr | NY12/31 | | | |
| 12/7 | Del Oro | Delta | NO1/5 | | | |
| 12/12 | Afr Dawn | Farrell | NY1/9 | | | |
| 12/28 | Del Campo | Delta | NO1/26 | | | |

NOVEMBER, 1953



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SAILS SHIP LINE DUE

MARACAIBO

| | | |
|---------------------|--------------|----------------------------------|
| 11/10 Cstl Nomad | Grace | LA12/4 SF12/7 Se12/13 |
| 11/30 La Neve | Independence | LA12/30 SF1/2 Po1/7 Se1/9 Val/10 |
| 12/14 Cstl Avnturer | Grace | LA1/12 SF1/15 Se1/21 |
| 1/8 Anchor Hitch | Grace | LA2/9 SF2/12 Se2/18 |

MATADI

| | | |
|-------------------|----------|---------|
| 11/13 Afr Patriot | Farrell | NY12/9 |
| 11/15 Afr Grove | Farrell | NY12/23 |
| 11/16 Del Sol | Delta | NO12/16 |
| 11/22 Gramville | Am-W Afr | NY12/31 |
| 12/4 Del Oro | Delta | NO1/5 |
| 12/9 Afr Grove | Farrell | NY1/9 |
| 12/25 Del Campo | Delta | NO1/26 |

MOMBASA

| | | |
|---------------------|---------|-----------------------------------|
| 11/23 Afr Crescent | Farrell | NY12/30 |
| 11/27 Van Heutz | Royal | LA1/17 SF1/25 Se1/30 Va2/1 Po2/17 |
| 12/1 Limburg | JavPac | LA1/21 SF1/25 Po1/31 Se2/5 |
| 12/5 Charlotte | Lykes | Gulf 1/7 |
| 12/18 Afr Lightning | Farrell | NY1/21 |
| 12/24 Kenneth McKay | Lykes | Gulf 1/28 |
| 12/31 Silvermoon | JavPac | LA2/21 SF2/25 Po3/3 Se3/7 Va3/9 |

PARANAGUA

| | | |
|------------------|---------|---|
| 11/10 Argentina | Lloyd | NY11/30 |
| 11/11 Ovoro | Dodero | NO11/29 Ho12/2 |
| 11/11 Mormacdale | Mormac | Jx12/2 Bo12/9 NY12/10 Pa12/13 Ba1/27 |
| 11/15 Bolivia | Lloyd | NO12/7 Ho12/12 |
| 11/17 Del Monte | Delta | NO12/10 Ho12/15 |
| 11/18 Mormackite | Mormac | Ba12/10 Pa12/12 NY12/13 Bo12/16 Ha12/18 |
| 11/19 Heranger | Wes-Lar | LA1/5 SF1/8 Po1/14 Se1/16 Val/17 |
| 11/22 Paranaqua | Brodin | Ba12/10 NY12/12 Bo12/14 Pa12/16 |
| 11/25 Guatamala | Lloyd | NY12/14 |
| 11/25 Mormacowl | Mormac | Ba12/15 NY12/16 Pa12/19 Ba12/21 No12/22 |
| 12/3 Grenanger | Wes-Lar | LA1/5 SF1/8 Po1/14 Se1/16 Val/17 |
| 12/5 Mormacland | Mormac | LA1/2 SF1/5 Val/10 Se1/12 Po1/14 |
| 12/9 Del Santos | Delta | NO12/31 Ho1/5 |
| 12/17 Forester | PAB | LA1/10 SF1/12 Val/18 Se1/19 Po1/22 |
| 12/28 Del Alba | Delta | NO1/19 Ho1/24 |
| 12/30 Mormacgulf | Mormac | LA1/24 SF1/27 Va2/1 Se2/3 Po2/5 |
| 1/11 Del Viento | Delta | NO2/2 Ho2/7 |

PORT SWETTENHAM

| | | |
|-----------------|--------|---------------------------|
| 11/27 Cingalese | Prince | Hal/3 Bo1/6 NY1/7 Ba1/15 |
| 12/28 British | Prince | Ha2/3 Bo2/6 NY2/7 Ba2/14 |
| 1/28 Eastern | Prince | Ha3/6 Bo3/9 NY3/10 Ba3/16 |
| 2/26 Javanese | Prince | Ha4/3 Bo4/6 NY4/7 Ba4/14 |

PUERTO CABELLO

| | | |
|--------------------|-------|-----------------|
| 11/16 Santa Sofia | Grace | Pal1/23 NY11/24 |
| 11/23 Santa Monica | Grace | NY12/1 |
| 11/30 Santa Clara | Grace | Pal2/7 NY12/8 |
| 12/7 Santa Sofia | Grace | NY12/15 |

PUNTARENAS

| | | |
|---------------------|------------------------|--|
| 11/12 Majorka | UFruit | Cristobal ² 11/24 NY12/1 |
| 11/18 Cstl Nomad | Grace | LA12/4 SF12/7 Se12/13 |
| 11/21 Marna | UFruit | Cristobal ² 12/5 NY12/13 |
| 11/23 La Hague | Independence | LA11/30 SF12/2 Val2/7 Se12/9 Po12/11 |
| 11/30 Etna | Italian | LA12/12 SF12/15 Val2/21 Se12/25 Po12/31 |
| 12/3 Cstl Avnturer | Grace | Cristobal ² 12/6 |
| 12/5 La Baule | Independence | LA12/15 SF12/17 Po12/22 Se12/24 Val12/26 |
| 12/5 Mabella | UFruit | Cristobal ² 12/19 NY12/27 |
| 12/22 Cstl Avnturer | Grace | LA1/12 SF1/15 Se1/21 |
| 12/28 Anchor Hitch | Grace | Cristobal ² 12/31 |
| 1/11 Cstl Nomad | Cristobal ² | 1/14 |
| 1/15 Anchor Hitch | Grace | LA2/9 SF2/12 Se2/18 |

RIO de JANEIRO

| | | |
|------------------|--------|--------------------------------------|
| 11/11 Uruguay | Mormac | NY11/23 |
| 11/11 Antonina | Brodin | Ba1/26 NY11/28 Bo12/1 Pal2/3 |
| 11/12 Del Norte | Delta | NO11/26 |
| 11/14 Ovoro | Dodero | NO11/29 Ho12/2 |
| 11/15 Seafarer | PAB | LA1/3 SF12/5 Val2/10 Se12/11 Po12/14 |
| 11/16 Mormacdale | Mormac | Jx12/2 Bo12/9 NY12/10 Pa12/13 Ba1/27 |
| 11/16 Argentina | Lloyd | NY11/30 |

| SAILS | SHIP | LINE | DEU |
|-------|------------|---------|---|
| 11/18 | Bolivia | Lloyd | NO12/7 Ho12/12 |
| 11/23 | Del Monte | Delta | NO12/10 Ho12/15 |
| 11/25 | Paranagua | Brodin | Ba12/10 NY12/12 Bo12/14 Pa12/16 |
| 11/25 | Mormackite | Mormac | Ba12/10 Pa12/12 NY12/13 Bo12/16 Ma12/18 |
| 11/26 | Heranger | Wes-Lar | La12/22 SF12/25 Po12/31 Sel/2 Va1/4 |
| 11/29 | Mormacland | Mormac | La1/2 SF1/5 Va1/10 Sel/12 Po1/14 |
| 12/1 | Guatemala | Lloyd | NY12/14 |
| 12/2 | Argentina | Mormac | NY12/14 |
| 12/3 | Del Sud | Delta | NO12/17 |
| 12/11 | Grenanger | Wes-Lar | La1/5 SF1/8 Po1/14 Sel/16 Va1/17 |
| 12/14 | Del Santos | Delta | NO12/31 Ho1/5 |
| 12/21 | Mormacgulf | Mormac | La1/24 SEL/27 Va2/1 Se2/3 Po2/5 |
| 12/23 | Forester | PAB | La1/10 SF1/12 Va1/18 Sel/19 Po1/22 |
| 12/24 | Del Mar | Lloyd | NO1/7 |
| 1/2 | Del Alba | Delta | NO1/19 Ho1/24 |
| 1/9 | Del Norte | Delta | NO1/22 |
| 1/16 | Del Viento | Delta | NO2/2 Ho2/7 |
| 1/21 | Del Sud | Delta | NO2/4 |

SAN JOSE

| | | | |
|-------|---------------|-------|------------------------|
| 11/25 | Cstl Avnturer | Grace | Cristobal 12/6 |
| 11/26 | Cstl Nomad | Grace | La12/4 SF12/7 Sel12/13 |
| 12/20 | Anchor Hitch | Grace | Cristobal 12/31 |
| 1/3 | Cstl Nomad | Grace | Cristobal 1/14 |
| 1/3 | Cstl Avnturer | Grace | La1/12 SF1/15 Sel/21 |
| 2/1 | Anchor Hitch | Grace | La2/9 SF2/12 Se2/18 |

SANTOS

| | | | |
|-------|------------|---------|---|
| 11/10 | Mormacreed | Mormac | NY11/25 Bo11/28 Pa11/30 Ba12/2 NF12/3 |
| 11/10 | Antonina | Brodin | Ba12/26 NY11/28 Bo12/1 Pa12/3 |
| 11/11 | Del Norte | Delta | NO11/26 |
| 11/13 | Ovoro | Dodero | NO11/29 Ho12/2 |
| 11/13 | Seafarer | PAB | La12/3 SF1/5 Va12/10 Sel12/11 Po12/14 |
| 11/15 | Argentina | Lloyd | NY11/30 |
| 11/15 | Mormacdale | Mormac | Jx12/2 Bo12/9 NY12/10 Pa12/13 Ba12/27 |
| 11/17 | Bolivia | Lloyd | NO12/7 Ho12/12 |
| 11/20 | Del Monte | Delta | NO12/10 Ho12/15 |
| 11/24 | Mormackite | Mormac | Ba12/10 Pa12/12 NY12/13 Bo12/16 Ma12/18 |
| 11/24 | Paranagua | Brodin | Ba12/10 NY12/12 Bo12/14 Pa12/16 |
| 11/24 | Heranger | Wes-Lar | La12/22 SF12/25 Po12/31 Sel/2 Va1/4 |
| 11/30 | Guatemala | Lloyd | NY12/14 |
| 11/30 | Mormacowl | Mormac | Bo12/15 NY12/16 Pa12/19 Ba12/21 NF12/22 |
| 11/30 | Argentinua | Mormac | NY12/14 |
| 12/2 | Del Sud | Delta | NO12/17 |
| 12/3 | Mormacland | Mormac | La1/2 SF1/5 Va1/10 Sel/12 Po1/14 |
| 12/8 | Grenanger | Wes-Lar | La1/5 SF1/8 Po1/14 Sel/16 Va1/17 |
| 12/12 | Del Santos | Delta | NO12/31 Ho1/5 |
| 12/21 | Forester | PAB | La1/10 SF1/12 Va1/18 Sel/19 Po1/22 |
| 12/23 | Del Mar | Delta | NO1/7 |
| 12/28 | Mormacgulf | Mormac | La1/24 SF1/27 Va2/1 Se2/3 Po2/5 |
| 12/30 | Del Alba | Delta | NO1/19 Ho1/24 |
| 1/8 | Del Norte | Delta | NO1/22 |
| 1/14 | Del Viento | Delta | NO2/2 Ho2/7 |
| 1/20 | Del Sud | Delta | NO2/4 |

VICTORIA

| | | | |
|-------|---------|-------|----------------|
| 11/20 | Bolivia | Lloyd | NO12/7 Ho12/12 |
|-------|---------|-------|----------------|

TEA BERTHS

CALCUTTA

| | | | |
|-------|------------|--------|---------------------------------|
| 11/14 | Exhibitor | Am-Exp | Ba12/17 NY12/19 |
| 11/24 | Explorer | Am-Exp | Ba12/27 NY12/29 |
| 12/8 | Silverwave | JavPac | SF1/7 La1/12 Po1/25 Se2/3 Va2/6 |
| 1/8 | Kertosono | JavPac | SF2/7 La2/12 Po2/25 Se3/3 Va3/6 |

COCHIN

| | | | |
|-------|-----------|--------|---------------------------|
| 11/12 | Exchequer | Am-Exp | Ba12/8 NY12/10 |
| 11/21 | Exhibitor | Am-Exp | Ba12/17 NY12/19 |
| 12/1 | Explorer | Am-Exp | Ba12/27 NY12/29 |
| 12/7 | Cingalese | Prince | Ha1/3 Bo1/6 NY1/7 Ba1/15 |
| 1/10 | British | Prince | Ha2/3 Bo2/6 NY2/7 Ba2/14 |
| 2/10 | Eastern | Prince | Ha3/6 Bo3/9 NY3/10 Ba3/16 |
| 3/10 | Jiwanese | Prince | Ha4/3 Bo4/6 NY4/7 Ba4/14 |

COLOMBO

| | | | |
|-------|-----------|--------|----------------------------------|
| 11/18 | Exhibitor | Am-Exp | Ba12/17 NY12/19 |
| 11/21 | Lombok | JavPac | La1/3 SF1/6 Po1/14 Sel/17 Va1/19 |

NOVEMBER, 1953

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New Orleans—Biehl & Co., Inc., Pere Marquette Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

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founded on a 100-year record
of skilled seamanship...**

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coffee centers**

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BRAZIL LINE, INC.
POPE & TALBOT, INC.
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LINES**

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passengers

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PACIFIC WEST INDIES - PUERTO RICO
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"IN OTHER CITIES CONTACT GRACE OR LYKES"

| SAILS | SHIP | LINE | DUe |
|-------|------------|--------|----------------------------------|
| 11/28 | Explorer | Am-Exp | No12/27 NY12/29 |
| 12/7 | Cingalese | Prince | Hal/3 Bo1/6 NY1/7 Ba1/15 |
| 12/8 | Hulda | Maersk | NY1/10 |
| 12/21 | Bintang | JavPac | LA2/2 SF2/6 Po2/14 Se2/17 Va2/19 |
| 1/7 | Else | Maersk | NY1/10 |
| 1/21 | Silverbeam | JavPac | LA3/5 SF3/9 Po3/16 Se3/18 Va3/20 |
| 2/7 | Eastern | Prince | Ha3/6 Bo3/9 NY3/10 Ba3/16 |
| 2/7 | Oluf | Maersk | NY3/16 |
| 3/7 | Javanese | Prince | Ha4/3 Bo4/6 NY4/7 Ba4/14 |
| 3/7 | Lexa | Maersk | NY4/9 |
| 4/7 | Leise | Maersk | NY5/11 |
| 5/7 | Hulda | Maersk | NY6/10 |

DJAKARTA

| | | | |
|-------|-----------|--------|---------------------------|
| 11/16 | Cingalese | Prince | Hal/3 Bo1/6 NY1/7 Ba1/15 |
| 12/1 | Hulda | Maersk | NY1/10 |
| 12/11 | British | Prince | Ha2/3 Bo2/6 NY2/7 Ba2/14 |
| 12/16 | Else | Maersk | NY2/11 |
| 1/8 | Eastern | Prince | Ha3/6 Bo3/9 NY3/10 Ba3/16 |
| 1/16 | Oluf | Maersk | NY3/16 |
| 2/6 | Javanese | Prince | Ha4/3 Bo4/6 NY4/7 Ba4/14 |
| 2/15 | Lexa | Maersk | NY4/9 |
| 3/15 | Leise | Maersk | NY5/11 |
| 4/15 | Hulda | Maersk | NY6/10 |

DJIBOUTI

| | | | |
|-------|-----------|--------|-----------------|
| 11/18 | Exchequer | Am-Exp | Bo12/8 NY12/10 |
| 11/18 | Leise | Maersk | NY12/3 |
| 11/27 | Exhibitor | Am-Exp | Bo12/17 NY12/19 |
| 12/7 | Explorer | Am-Exp | Bo12/27 NY12/29 |
| 12/18 | Hulda | Maersk | NY1/10 |
| 1/17 | Else | Maersk | NY2/11 |

HONG KONG

| | | | |
|-------|----------|---------|-----------------------------|
| 11/18 | Laura | Maersk | SF12/13 NY1/2 |
| 12/1 | Lake | Pioneer | NY1/7 |
| 12/3 | Maren | Maersk | SF12/25 NY1/11 |
| 12/5 | Harding | Am-Pres | LA12/21 NY1/5 Bo1/10 Bo1/13 |
| 12/18 | Chastine | Maersk | SF1/11 NY1/28 |
| 12/30 | Fillmore | Am-Pres | LA1/15 NY1/30 Ba2/4 Bo2/7 |
| 1/3 | Johannes | Maersk | SF1/26 NY2/12 |
| 1/18 | Trein | Maersk | SF2/12 NY3/2 |
| 1/30 | Tyler | Am-Pres | LA2/15 NY3/2 Ba3/7 Bo3/10 |
| 2/3 | Nicoline | Maersk | SF2/27 NY3/16 |

KOBE

| | | | |
|-------|-----------|-----------|-------------------------------|
| 11/10 | Olga | Maersk | SF11/26 NY12/15 |
| 11/11 | Bay | Pioneer | NY12/13 |
| 11/15 | Harding | Am-Pres | LA12/21 NY1/5 Bo1/10 Bo1/13 |
| 11/18 | Yamateru | Yamashita | SF12/7 LA12/9 Cr12/19 NY12/24 |
| 11/26 | Laura | Maersk | SF12/13 NY1/2 |
| 12/5 | Lake | Pioneer | NY1/7 |
| 12/9 | Fillmore | Am-Pres | LA1/15 NY1/30 Ba2/4 Bo2/7 |
| 12/10 | Maren | Maersk | SF12/25 NY1/11 |
| 12/17 | Yamatsuki | Yamashita | SF1/4 LA1/6 Cr1/16 NY1/21 |
| 12/24 | Chastine | Maersk | SF1/11 NY1/28 |
| 1/9 | Johannes | Maersk | SF1/26 NY2/12 |
| 1/10 | Tyler | Am-Pres | LA2/15 NY3/2 Ba3/7 Bo3/10 |
| 1/26 | Trein | Maersk | SF2/12 NY3/2 |
| 2/11 | Nicoline | Maersk | SF2/27 NY3/16 |

SHIMIZU

| | | | |
|-------|-----------|-----------|-------------------------------|
| 11/13 | Olga | Maersk | SF11/26 NY12/15 |
| 11/21 | Yamateru | Yamashita | SF12/7 LA12/9 Cr12/19 NY12/24 |
| 11/28 | Laura | Maersk | SF12/13 NY1/2 |
| 12/13 | Maren | Maersk | SF12/25 NY1/11 |
| 12/20 | Yamatsuki | Yamashita | SF1/4 LA1/6 Cr1/16 NY1/21 |
| 12/27 | Chastine | Maersk | SF1/11 NY1/28 |
| 1/12 | Johannes | Maersk | SF1/26 NY2/12 |
| 1/29 | Trein | Maersk | SF2/12 NY3/2 |
| 2/14 | Nicoline | Maersk | SF2/27 NY3/16 |

TANGA

| | | | |
|-------|---------------|---------|-------------------------------------|
| 10/30 | Billiton | JavPac | LA12/21 SF12/25 Po12/31 Se1/5 Val/7 |
| 11/24 | Air Crescent | Farrell | NY12/30 |
| 11/28 | Van Heusen | Royal | LA1/17 SF1/25 Se1/30 Va2/1 Po2/17 |
| 11/29 | Limburg | JavPac | LA1/21 SF1/25 Po1/31 Se2/5 Va2/7 |
| 12/19 | Afr Lightning | Farrell | NY1/21 |
| 12/29 | Silvermoon | JavPac | LA2/21 SF2/25 Po3/3 Se3/7 Va3/9 |

YOKOHAMA

| | | |
|----------------|---------|----------------|
| 11/13 Bay | Pioneer | NY12/13 |
| 11/15 Olga | Maersk | SF11/26 |
| 11/30 Laura | Maersk | SF11/26 NY1/2 |
| 12/8 Lake | Pioneer | NY1/7 |
| 12/15 Maren | Maersk | SF12/25 NY1/11 |
| 12/31 Chastine | Maersk | SF1/11 NY1/28 |
| 1/15 Johannes | Maersk | SF1/25 NY2/12 |
| 1/31 Trein | Maersk | SF2/12 NY3/2 |
| 2/15 Nicoline | Maersk | SF2/27 NY3/16 |

¹ Accepts freight for New York, with transshipment at Cristobal, C. Z.
² Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

the challenge facing coffee in ocean freight shipping

(Continued from page 119)

companies are utilizing canopied conveyor systems in the coffee ports, which permits damage-free loadings regardless of weather conditions, and since this system is virtually automatic, damage from manual handling is appreciably reduced.

The great value of such a system, in contrast to that of the conventional overhead gear method, can be appreciated if one considers the torrential rains experienced in some coffee ports, where an average annual rainfall of 350 inches, or almost 30 feet, is more than eight times that of New York City, where the annual fall is 41.6 inches.

The shipping industry's many friends in the National Coffee Association, who are meeting in their 1953 convention to study the trends and problems of their industry, may feel confident that their expanding needs for fast, dependable and economical steamship transportation will be met.

the challenge facing the coffee packer

(Continued from page 47)

udice once grounded in the public mind is not easily dispelled. Therefore, the coffee packer and his industry colleagues, wherever they are, and by whatever means they invoke, should seek to impress again, and again, on the minds of a troubled and complaining coffee public, the one single fact that reciprocity, both in thought and action, is the key to international trade, and that international trade is the avenue to international peace and prosperity.

An understanding public, well informed on their own internal affairs, is an asset much to be desired by any industry. In view of the great and growing popularity of their product, this applies particularly to the coffee industry. Thus it would seem both timely and desirable for every single segment of the coffee industry to join wholeheartedly in an organized endeavor to translate and disseminate, in the public interest, truly factual information concerning the present coffee economy, and the helpful purpose it performs in serving the aims of sound and progressive internationalism.

Held in coffee theft

Three men were arrested in Peoria, Ill., recently in connection with the theft of 100 cases of coffee.

One of the men was a retailer, another an employee of the chain store warehouse from which the coffee was stolen.

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SPICES

•

COFFEE

Spot & Futures

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"And That's For Sure"

We have tasted and compared several blends made with our coffee cereal and they are surprisingly good. Maybe it's the skill of the blender . . . and again it could be that Muller's cereal helps. We can say one thing, however—the price has sales appeal. Why not send for samples?

•

E. B. MULLER & CO.

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It's
Coffee-er
coffee!

S. A. SCHONBRUNN & CO., INC.
77 Water Street, New York, N. Y.

New coffee roaster, called Ray-Nox, is announced by B. F. Gump

The B. F. Gump Co., Chicago, has announced the addition of a completely new coffee roaster, called the Ray-Nox, to its line of coffee plant equipment.

The roaster embodies new methods and modern features which produce uniformly roasted coffee with excellent cup and keeping qualities, the company declared.

The Ray-Nox Coffee Roaster has "many worthwhile advantages that give every indication of establishing a new standard in roasting efficiency," the B. F. Gump Co. said.

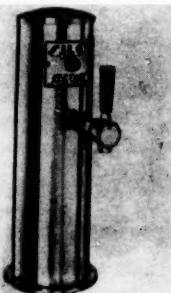
The new unit is the result of years of preliminary research and pilot plant experimentation, it was indicated. Moreover, there has been intensive field testing of full size-commercial models.

The B. F. Gump Co. noted that it also manufactures Gump Coffee Granulators, Ideal Green Coffee Cleaners, Draver Coffee Blending Systems, Elevators and Conveyors, Bar-Nun "Auto-Check" Net Weighers, Bar-Nun Automatic Bag Feeders, Openers and Weighers, and Edtbauer-Duplex Automatic Net Weighers.

Develops new water heater for instants

The Silex Co., Hartford, Conn., announces an addition to its regular line of commercial coffee-making equipment, a new, streamlined instant water heater for food service use.

The Silex Instant Water Heater fills a long-felt fountain and restaurant need for a ready, dependable source of piping hot water for instant coffee, tea, cocoa and other beverages, the company declared.



The new Silex Instant Water Heater, for soluble coffee.

Compact, streamlined design is said to assure maximum service in a limited counter area. It has an easy-to-clean, brushed satin finished Monel jacket.

The new Silex Instant Water Heater is said to give instant recovery with one-cup draws, and fast recovery with 12-cup draws. It provides up to 120 cups per hour, and is fully automatic and thermostatically operated. Its dimensions are: 5 1/2 inch diameter; tank, 4 1/2 inches by 15 inches high.

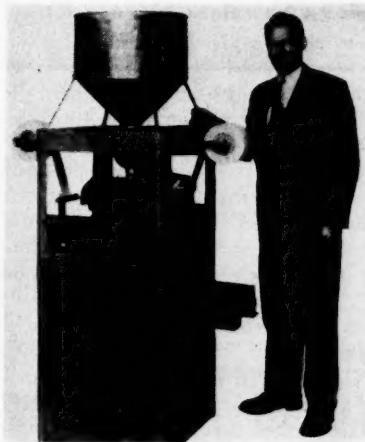
Use of stainless steel liners

in coffee urns said to be rising

Records kept by S. Blickman, Inc., Weehawken, N. J., one of America's largest manufacturers of coffee urns, indicate that 81 per cent of all commercial coffee urns produced by them have been ordered with unbreakable stainless steel liners.

According to the company, this is proof that restaurants and other food-serving establishments are becoming increasingly aware of the fact that stainless steel liners protect coffee flavor fully as well as glass or china liners.

Stanley H. Beaman, president of Modern Coffees, Inc., shows the new bagging unit, the MOCO, developed by his company. The machine forms, fills and seals bags of coffee, tea or other products in quantities from a fraction of an ounce to several ounces.



Modern Coffees introduces new MOCO bagging machine for coffee and tea bags

Modern Coffees, Inc., has introduced its new Moco bagging machine, described as revolutionary in the individual portion-packaging field because of its mechanical simplicity and high speed production.

The MOCO machine, adaptable for the packaging of tea bags and many other food and drug products, was developed primarily for the manufacturing of Steepolator Coffee Bags.

According to its manufacturers, this is the only machine that will pack a standard measure of ground coffee into a bag approximately two and a half inches square—small enough to fit easily in the bottom of a coffee cup.

Production speed is 200 bags per minute (12,000 per hour), simultaneously formed, filled and sealed. The volumetric feed is adjustable to a weight tolerance of approximately 1/300 of an ounce per bag.

Up to several-ounce capacity

MOCO machines will handle any approved heat-sealing paper, pliofilm, cellophane or foil in the formation of various sized bags, with fraction-of-an ounce to several-ounce capacity, it was explained. Other products which the MOCO unit can be adapted to package include nuts, small candies, pills, dried soups or commodities in granular, powder or viscous liquid form.

MOCO machines are being manufactured on a mass-production basis.

Coffee roasters and other food packagers can obtain these machines, without capital investment, from Modern Coffees, Inc., for in-plant use on a royalty lease basis.

Years of trouble-free operation because of nearly fool-proof mechanical simplicity, is claimed by Modern Coffees for the unit. So minimized are its number of working parts, the MOCO packager requires no in-plant engineers or mechanics for servicing and one attendant can simultaneously operate two or three machines, it was stated.

All vital working parts are assembled into a component unit approximately five by 14 by seven inches. The unit, anchored with four bolts, is replaceable in minutes by the machine's attendant, Modern Coffees said.

GREETINGS to the COFFEE CONVENTION

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- SPOTS
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coffee men return to Boca Raton

(Continued from page 38)

J. K. Evans will head up a gathering of roasters catering to the grocery market, and R. A. Medina will chair a panel on green coffee.

At the final session, retiring president Aborn will wield the gavel for the presentation of reports by various committees—Armed Forces Coffee Procurement, Resolutions, Food and Drug, Agricultural Development, Publications, Hotel and Restaurant and Allied Industries.

The final point on the agenda will be the report of the nominating committee and election of officers and directors.

On the social side, veterans of Boca Raton look forward to a rounded program, using to the full the superb facilities at the luxurious resort.

Monday afternoon the fishing tournament will get underway, the ladies will hold their golf tournament, tennis addicts will start their matches, men's golf will tee off, and the bridge and canasta tournaments will begin.

Dinner that night will be followed by dancing and by a movie to be shown in the auditorium.

Tuesday, after luncheon, a style show will be presented, an event which seems to hold as much interest for the men as for the ladies. The various tournaments will pick up speed, and the ladies will add a putting contest.

Tuesday evening a variety show will be presented, with dancing afterward.

Wednesday afternoon the fishing tournament will continue, the play-off will be held for the Pan-American

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Golf Trophy, an aquacade will be staged, and the annual softball tournament will be held.

That evening the coffee fraternity will take to a Boca Raton tradition, a steak roast on the beach, followed by entertainment and dancing, and a movie in the hotel auditorium.

Thursday the big event will be the wind-up annual banquet.

General chairman of activities, and head in particular of golf, is Harold Hanson. In charge of fishing arrangements is Edwin S. Spitz. C. H. Mattmann is heading up the tennis committee, while J. A. McCarthy is looking after the softball arrangements.

This year, NCA's executive committee was delegated the task of sitting as a convention committee for the 1953 meeting. On this committee are Edward Aborn, Albert Ehlers, Jr., William D. Roussel, Philip R. Nelson, J. K. Evans, R. A. Medina, Harold F. Gavigan, Earl B. Ackerman and R. E. Atha.

Import division formed by Standard Brands

Joel S. Mitchell, president of Standard Brands Incorporated, has announced formation of an import division to handle the company's increasing import volume, which now runs well over \$100,000,000 annually.

"In the future, it will be our policy to broaden our interests and import additional products that may offer commercial possibilities," he declared.

Import manager will be Cecil L. Hudnall, manager of the green coffee and tea procurement division in New York, who has been with Standard Brands for 30 years.

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NOVEMBER, 1953

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LINDEN, N. J. • BOSTON, MASS. • EAST HARTFORD, CONN.

"completely automatic devices"

(Continued from page 57)

So far, the Automatic Coffee Brewer unveiled at the recent National Restaurant Show in Chicago is the only unit to meet the challenge of automatic operation head-on and come out a winner.

Here was a machine that introduced the push-button age to coffee making. For those who failed to see the machine in operation then, here are some of its features: It takes a full five-pound bag of urn-grind coffee in the hopper at the top of the machine. Then a 12-cup decanter is placed on the unit.

To operate, just press a button and here's what happens, automatically: 1. The correct amount of coffee is measured out into the brewing chamber. 2. Hot water at the proper temperature sprays through the coffee under pressure for maximum flavor extraction. 3. The brewed coffee flows into the decanter. 4. When the decanter has filled, the hot water shuts off. 5. The unit cleans itself and is ready for the next cycle.

All this takes place within a three-minute cycle. The unit will produce 20 decanters or ten gallons of coffee within an hour at the touch of a button.

This automatic unit eliminates the use of filter cloths; stops the need for individual packlets (saves by using a five pound bag); assures absolute uniformity because the machine measures both the amount of coffee and water each time. And there is no delay between cycles for brewing decanter after decanter continuously.

This equipment meets the challenge to coffee brewer manufacturers for a fast, labor saving device that brews coffee in completely automatic fashion. Final production is a few short months away, but the reaction of those who have seen the unit perform; seen it through its preliminary and final testing stages, indicate that the machine is the ultimate in coffee brewing devices today. Another challenge met and solved.

We, as members of N.C.A. are prepared to advance with the industry.

What's sauce for the goose . . .

Reporters looked for San Francisco Chief of Inspectors James English to ask him about a new rule forbidding inspectors to go out for the traditional morning coffee break.

They found the inspector and Capt. Otto Meyer, traffic director, leaving a coffee shop next door to the Hall of Justice.

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(Portuguese West Africa)

"education on commercial coffee"

(Continued from page 57)

cause of the lack of emphasis on correct brewing procedure by this restaurant operator.

Manufacturers of coffee brewing equipment have placed in the hands of the industry a variety of facilities designed to cope with the varying requirements of all sizes of restaurant operations. All of this equipment, when well used, has the ability to furnish hot water at exactly the right temperatures; to extract full flavor and aroma; to retain the brewed coffee at proper serving temperatures; and to maintain an amber-clear brewed coffee through the use of proper filtration accessories.

Only through the concerted effort of equipment manufacturers and coffee roasters alike can we assure ourselves that the quality of the "coffee blend" will be retained when served commercially by emphasizing over and over again to the restaurant operator:

1. The proper grind for the brewing method employed.
2. The proper proportions of water and coffee.
3. The proper temperature of water for brewing.
4. The proper length of time for extraction.
5. The proper maintenance and cleanliness of the brewing equipment.

The challenge facing manufacturers of coffee brewing equipment designed for home use is an individual one, since manufacturers must provide proper consumer education and instruction booklets with the equipment they sell. Even this effort can, however, be greatly assisted by the coffee roasting industry through their own advertising media and by including general instructions as part of coffee packaging. However, the challenge facing the manufacturers of coffee brewing equipment for commercial use must be shared jointly with the coffee roasters.

Manufacturers may, and do, prescribe coffee brewing procedures for their particular equipment, but the educational job must be done primarily by those who supply the coffee product itself for use in this equipment.

Just one year ago, a long step forward was taken by the industry in the establishment of the Coffee Brewing Institute, Inc., sponsored jointly by the Pan-American Coffee Bureau and the National Coffee Association. This joint effort can do much to educate commercial and home coffee users and to assure future high standards of coffee quality, whether served at home or commercially, thus eliminating any future "challenge to coffee".

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*Greetings
to the 1953 Convention
National Coffee Association*

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Coffee Exporters

SANTOS — PARANAGUA

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SANTOS

New "Even Cure" process of coffee curing announced by Engelberg Huller Co.

Uniform curing day after day throughout harvest is the performance promised by the Even-Cure System of coffee processing announced by the Engelberg Huller Company, Inc., Syracuse, N. Y.

Even-Cure is the first continuous-flow system to be achieved in the coffee industry, it was stated. Designed to produce finished green beans of uniform cure in any weather, its component machines are built to work as a single synchronized, integrated system. Previous systems have all been characterized by time-consuming bottlenecks and damaging interruptions at one stage or another of processing.

The new Engelberg process is adaptable to either wet or dry methods of curing. In the wet method, it may be adjusted to accommodate either spontaneous fermentation, or any method calling for treatment with commercial enzymes.

Significant savings of labor and fuel are effected by the mechanical dryer unit, which accomplishes in hours what ordinarily takes days or weeks under open-air drying procedures, thus eliminating the hazards of weather, mold sporulation, and bacteria, it was explained.

Daily capacity of the Even-Cure System ranges from 25,000 to 100,000 or more pounds of finished green beans per day, depending on the size of the installation needed to meet the individual processors' volume.

Local conditions of climate, water supply, labor availability and technical advancement may be met by alterations or omissions in the Even-Cure System. Once installed, fewer skilled attendants are needed to operate and maintain the fully automatic operation than are required for non-continuous flow systems in use up to the present time.

Because of operating economies and the increased market value of finished green beans resulting from standardization of the end product, Engelberg authorities assert that the capital investment involved in installing the Even-Cure System may under the right conditions be liquidated in a single season.

Development programs expand can use says Continental Can research director

Development programs involving both container and packaging equipment have vastly expanded the use of metal cans for a greater number of food products, according to Roger V. Wilson, director of customer research, Continental Can Co.

Mr. Wilson made this statement in an address before members of the Symposium on Technology of Food Packaging Materials, at the 124th annual meeting of the American Chemical Society in Chicago. The symposium was sponsored by the society's Division of Agriculture and Food Chemistry.

"Most of the developments, even though commercially acceptable in their present form, continue to be studied so that greater latitude and even better quality may be provided for an extremely critical group of products," he said.

Continental's research director described in detail such recent projects as the development of the low metal exposure can and special metal containers for coffee and other products.

Crops and countries

coffee news from producing areas

Brazil revamps exchange rules; allows bonus of 5 cruzeiros per dollar for coffee exports

Drastic changes in export and import control and currency regulations were announced last month by Brazil's Ministry of Finance.

A preliminary estimate of the new rules sums up the regulations as follows:

1. All export exchange must be sold to the Banco do Brasil or to authorized banks which in turn must pass it to the Banco do Brasil.

2. Such export exchange will be purchased by the Banco do Brasil or authorized banks at the official buying rate of Cr\$18.36 to the dollar, but with a bonus of 5 cruzeiros per dollar for coffee exports and 10 cruzeiros per dollar for all other exports.

3. The Banco do Brasil will retain sufficient exchange to satisfy government requirements, probably including wheat, and will sell the excess in the form of certificates (carrying the right to purchase foreign exchange at the official rate) to importers at public auction in the stock exchanges of the country. The premium paid by importers over the official rate for these certificates will be used to defray the bonuses paid to exporters. In the absence of special ap-

roval, certificates may not be purchased in amounts exceeding \$10,000 per day per importer. Moreover, the purchase of the certificates is also limited in accordance with the capital of the importers and their consumption requirements, maximum ten times capital or three months consumption.

4. For the distribution of exchange, imports will be classified in five categories in accordance with the essentiality of the merchandise.

5. Once the importer is entitled to a certificate as a result of his public bidding, he must pay for it at the Banco do Brasil and obtain from the Export-Import Department of the bank the corresponding import license which will be issued after prices, quality, etc. have been checked.

6. The sale of exchange for cover of import licenses issued prior to the present instruction will continue to be dependent on distribution to be made by the Exchange Department within its possibilities.

7. All previous regulations permitting the sale of the export proceeds of certain products, partly at the official rate and partly at the free rate, are cancelled.

New IBC president states policies

Joao Pacheco e Chaves, former secretary of Agriculture of Sao Paulo, recently assumed his new post of president of the Instituto Brasileiro do Cafe, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

The new IBC head declared that one of the main aims of his program will be the restoration of coffee plantings hit by the frosts, and rebuilding production in the old zones where output is now low.

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Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

| | Total Entries | Brazil | Deliveries—from Others | Total | Visible Brazil | Supply—1st of Month Others | Month Total |
|-------------|---------------|--------|------------------------|-------|----------------|----------------------------|-------------|
| 1952 | | | | | | | |
| June | 1,179 | 616 | 605 | 1,221 | 808 | 405 | 1,213 |
| July | 1,300 | 756 | 756 | 1,512 | 754 | 406 | 1,160 |
| August | 1,130 | 645 | 458 | 1,103 | 659 | 352 | 1,011 |
| September | 1,772 | 974 | 514 | 1,488 | 1,021 | 366 | 1,387 |
| October | 1,724 | 1,182 | 819 | 2,001 | 1,036 | 436 | 1,572 |
| November | 1,235 | 760 | 557 | 1,317 | 773 | 296 | 1,069 |
| December | 2,002 | 955 | 894 | 1,849 | 822 | 216 | 1,038 |
| 1953 | | | | | | | |
| January | 1,764 | 804 | 942 | 1,746 | 730 | 321 | 1,051 |
| February | 1,733 | 721 | 948 | 1,669 | 756 | 441 | 1,197 |
| March | 1,666 | 734 | 1,022 | 1,756 | 832 | 438 | 1,270 |
| April | 2,039 | 753 | 1,351 | 2,104 | 835 | 375 | 1,210 |
| May | 1,080 | 539 | 663 | 1,202 | 644 | 403 | 1,047 |
| June | 1,475 | 576 | 744 | 1,320 | 475 | 374 | 849 |
| July | 1,561 | 734 | 949 | 1,683 | 624 | 470 | 1,094 |
| August | 1,079 | 408 | 630 | 1,038 | 712 | 38 | 730 |
| September | 2,157 | 1,090 | 836 | 1,926 | 724 | 401 | 1,125 |
| October | 1,119 | 668 | 639 | 1,307 | 720 | 483 | 1,203 |

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

Colombia to export more coffee to France

Colombia and France have agreed to extend the 1952 trade agreement until December, 1954, according to an official letter of confirmation recently sent to the French Ambassador by Colombian Foreign Minister Everisto Sourdís.

The new pact provides for an increase of trade to \$8,000,000, as compared with the former \$5,000,000. France will purchase Colombian coffee for a minimum of \$7,500,000 and tobacco for an additional \$500,000.

For Colombia, the pact means an increase in coffee trade with France of 50 per cent.

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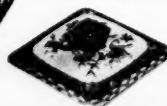
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**Canadian tea, coffee
convention weighs trends,
elects Egli president**

Trends in coffee and tea consumption and marketing in Canada were examined at the sixth annual convention of the Tea and Coffee Association of Canada, held at The General Brock Hotel, Niagara Falls, Ontario.

Clarence J. Egli, of General Foods, Ltd., Toronto, was elected president for the coming year.

On the board of directors for the 1953-54 term, and the areas they represent are: *British Columbia*: vice president, E. J. King, The W. H. Malkin Co., Ltd., Vancouver; Director, B. C. Erridge, Nabol Foods Ltd., Vancouver.

Prairie Provinces: vice president, W. T. Kennedy, Blue Ribbon Co., Ltd., Winnipeg; director, J. E. Gilbert, Hudson's Bay House, Winnipeg.

Ontario: president, Clarence J. Egli, General Foods Ltd., Toronto; director, C. W. Abernethy, Thos. J. Lipton Co., Ltd., Toronto.

Quebec: vice president, A. E. Nixon, Standard Brands, Ltd., Montreal; director, H. L. Keen, T. H. Easterbrooks Co., Ltd., Montreal.

Maritimes: vice president, R. B. Brenan, G. E. Barbour Co., Ltd., St. John, N. B.; director, W. C. Schwartz, W. H. Schwartz & Sons Ltd., Halifax.

H. J. Badden, Toronto, is secretary.

Backed by strong indications that tea sales in Canada are running at record levels and with The Tea Bureau functioning again the trade as a vital force since its reorganization under Ceylons sponsorship, Leonard "Sandy" Akerman, managing director, was able to hit a strong note of optimism in his address to delegates attending the convention.

Recalling last year's meeting, he said it had been his unpleasant duty at the time to announce the news that India had withdrawn support from the International Tea Market Expansion Board, following which The Tea Bureau's future had been in doubt for several months.

"Since then, however, much has happened to dispel the gloom, and the future for tea promotion in Canada and elsewhere has assumed a much brighter outlook," Mr. Akerman said.

This sudden change, he said, followed a meeting between representatives of the tea producing countries and of the United States tea trade, which resulted in the reorganization of the Tea Council of that country on a much broader scale than before.

"Following this, Ceylon decided to maintain promotional efforts in Canada not only for the value of these efforts alone, but also to keep alive the possibility of a bigger and better joint cooperative effort in the future," said Mr. Akerman. "It is hoped that this joint effort—not only between the main

(Continued on page 142)

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

Spanish paprika crop hit by drought

Drought all through Spain—followed by rains which came too late—will cut the paprika crop in that country by 40 per cent compared to 1952.

Moreover, only 30 per cent of the crop will be of a quality suitable for the United States market. The rest will be inferior grades.

These reports from private sources were received by M. A. Porazzi, of the M. A. Porazzi Co., New York City, one of the leading companies in Spanish paprika.

Mr. Porazzi added that the drought was so severe, the pimento crop matured late and was four weeks behind.

When the rains did come, they were so late they interfered with the drying of the paprika that had been harvested.

One of the effects of the drought was the curtailment of electric power for industrial purposes. This, too, proved to be a blow to the paprika output, since it prevented the milling of the pods.

Newspaper clippings received by Mr. Porazzi mirrored deep concern with the effect of the electricity restrictions on the paprika industry.

Only 14 hours weekly of electrical power for industrial purposes were permitted, just when the paprika harvest was at its height. Even during those 14 hours, the voltage was frequently so low as to be insufficient for practical purposes.

"La Verdad" pointed out that the export of paprika was of prime importance to Spain, and cited \$2,000,000 annually as the total for the sale of the product to the United States, apart from what was realized from sales to other countries.

The newspaper also warned that delay in the milling of the harvested paprika might make it impossible for the manufacturers and exporters to meet the needs of the various markets at the right times. This could result in unsold stocks, with repercussions among the growers, discouraging them from future plantings.

So serious was the situation that an official meeting of government authorities was held in Murcia in order to work out measures to alleviate the crisis.

On hand were the governor and other top authorities in the area, the mayors of cities in the region, representatives

from the Segura River zone, and the director of the Hydroelectric Confederation.

So severe was the drought that the Segura River, where it passes Orihuela, was completely dry, according to the information received by Mr. Porazzi. At places it could be crossed on foot.

The drought was said to be the worst in the memory of any of the oldest inhabitants. Irrigation canals for the lands under cultivation could not, therefore, carry any water.

The paprika harvest runs for about 90 days in Spain. The crisis also affected the domestic manufacture of meat products, which makes considerable use of the commodity and which begins at about the same time.

One report received by Mr. Porazzi indicated that the first pods harvested and offered by the growers were quoted at very high prices.

"Since at such prices there would be no possibility of the sale of paprika (to the United States market), the exporters are buying no pods," the report explained. "In the face of lack of electric power for the mills, the mills are not operating, and this might cause some growers to find themselves obliged to sell pods at a more reasonable basis, and then it would be possible to figure prices for the first operations.

"In any case, the prices will be high. To add to the inconveniences which nearly always happen at this time, because some exporters alleged that they had anticipated their offerings and thus have orders booked, the Ministry of Commerce, and wisely so, has annulled all export licenses until they have figured out, and have approved, the new regulations and prices with true corresponding samples.

James Stevenson joins Givaudan

R. E. Horsey, vice president in charge of sales of Givaudan-Delawanna, Inc., and its associate companies, Givaudan Flavors, Inc., and the Sindar Corp., has announced that James L. Stevenson has joined his father, Ralph M. Stevenson, in representing the Givaudan organization in the Detroit area.

Mr. Stevenson is a graduate of Hillsdale College, and was formerly associated with the Chrysler Export Corp., where he handled sales relations with the Caribbean area and Central and South America.

Chock Full O'Nuts Coffee Corp. gets charter

The Chock Full O'Nuts Coffee Corp., New York City, has been granted a charter of incorporation.



M. A. Porazzi

Canadian tea, coffee convention

(Continued from page 140)

producers but also with active packer participation—will eventually materialize."

In outlining the Bureau's future plans, he pointed out that while Ceylon was not able to afford the maintenance of the Canadian campaign at the previous level, she had, nevertheless, provided a substantial annual budget that would ensure the continuation of vital projects.

Coffee consumption in Canada has doubled since 1938, but even so large untapped markets offer an opportunity for a "very healthy" expansion for the coffee business, members of the Canadian Tea and Coffee Association were told at their convention.

Charles G. Lindsay, general manager of the Pan-American Coffee Bureau, said that Canadian consumption amounted to 97,598,000 pounds of green coffee in 1952, as compared with 42,383,000 in 1938. On a per capita basis, Canadians now consume 6.8 pounds per year against 3.7 fourteen years ago, but this national average is far below that of many countries, such as Denmark at 8 pounds, France at 8.7, Sweden at 14.8 and the United States at 17.2.

"In a general sense, the disparity between annual per capita consumption rates in Canada and those in other great nations represents the expansion opportunity of the Canadian coffee industry," Mr. Lindsay pointed out.

Produces Pepper and Allspice without "Floury" Tailings

NEW Design

SCHUTZ-O'NEILL ROLLER MILL

Primarily a granulator, the new Schutz-O'Neill Ball Bearing Roller Mill cuts down the amount of powdery residue in the ground product. Double grinding action with two pairs of rolls develops capacity of 400 to 500 lbs. of pepper per hour. An elevator delivers it to the gyrator sifter. If you will advise us of your requirements, our engineers will recommend a suitable mill plan tailored for your plant. Write for literature. Also makers of



SCHUTZ-O'NEILL GYRATOR SIFTERS, PULVERIZERS, RECEIVER BOXES, HAMMER MILLS.

327 PORTLAND AVE. • MINNEAPOLIS 15, MINN.

the challenge: aftermath of the frost

(Continued from page 92)

the profits of the speculator, but would not benefit the growers themselves.

It is expected that the growers of Parana, after receiving reasonable help from their government, will recuperate from the damage done their plantations. The enforced rest and the natural fertility of the soil will revitalize the trees so that growers can look forward to the future with confidence, with no fear of overproduction next year. Prices are reflecting this removal of a probable surplus, and the restoration of a balance between supply and demand. In the end, the favorable and unfavorable factors of the frost will about even out.

Late reports indicate that future prospects for coffee production have improved, due to good rains in August and September. Abundant blossoms are showing up in Sao Paulo, and trees are recovering in Parana. The prospects for next year's harvest have improved, but shipments to ports are slow, although not necessarily due to lack of coffee.

In speaking of the growth of South America, Charlie Wheeler becomes enthusiastic. On his trip he visited the tremendous development by the U.S. Steel Co. of the famous Cerro Bolivar iron ore deposits in Venezuela. The whole continent is building fine hotels for the tourist and the businessman. In Sao Paulo he was informed that a new building was erected every seven minutes in the last three years. Sears Roebuck has established 22 fine stores in Latin America. Thousands of miles of fine highway are being built or have been recently completed. General Motors has a large assembly plant in Santos. Before World War II it was European capital which contributed mostly to the expansion in Latin America. Since that time, the economic plight of Europe has rendered them unable to furnish capital, and it must come from the United States.

So fast has been the pace of building that many projects are incomplete because of lack of funds. Latin America is one of the great pioneer regions of the world, with unlimited opportunity, not only for its citizens, but for enterprising Americans.

Established 1885

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For over 90 years the recognized source
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flavors for the military

The modernization of warfare has not stopped with the well publicized technological improvements made in tanks, ships, planes and other equipment, comments D&O News, issued by Dodge & Olcott, 154-year-old flavor and essential oil house. Nor does it end with the vitally important medical advances designed to minimize, to the greatest possible degree, front line casualties. In the final analysis, the success of any undertaking military or otherwise, depends upon the caliber of the men who direct and carry it out; and to maintain such caliber both physical and psychological fitness are of primary importance.

To the question of maintaining the physical fitness of men in the armed services, tremendous volumes of research and experimentation have been carried on both during and since World War II.

The field rations, carried by all troops during battle campaigns, were the results of such work. Here was clearly a problem of packing the greatest possible nutritional value into the smallest possible space. Rated an equal, however, with the problem of physical fitness was the much discussed subject of "morale" . . . that indefinable element that can turn a fiasco into a fiesta . . . and lacking it, vice versa. Morale was, and is, a many pronged problem, one of the largest points being a maximum amount of personnel contentment with the rather minimal possibilities for attaining it that exist under many military conditions.

It was in this area that nutrition teamed up with a new partner, in order to improve what might be called the "mess morale" of the military. That partner was palatability.

With the advent of an increased emphasis upon the taste, as well as nutritional properties, of food for the military, the flavor industry finds itself with suddenly expanding "new worlds to conquer." The present application of flavorings to Army rations is very extensive, and many feeding experiments have repeatedly proved the importance of such attention to palatability to the over-all well being of the men in all our Armed Services.

The importance of a highly spiced menu for submarine provisions was demonstrated last year by the Commissary Research Division of the Navy's Supply Research and Development Facility and provided excellent data for further development along these lines.

"Food is the greatest morale builder there is," remarked George Mardikian, well known San Francisco restaurateur, upon his return from his third trip abroad as food consultant to the Army. Asserting that "come and get your ice cream" had become a weekly cry even in the front-line areas of Korea, Mr. Mardikian also explained that although in the heat of fire the troops had to eat combat rations, the general rule was a minimum of two

hot meals a day, cooked at least 2,000 yards, and sometimes three or four miles, behind the front lines and trucked up to the fighting units.

Typical menus provided an average of 4,350 calories a day, and equal emphasis was placed on palatability. "At the front you realized the importance of food," Mr. Mardikian said. "The boys had nothing to do but look for the enemy and shoot. Chow was important to them. The Army has progressed so far in six years, it is foolish to make comparisons between then and now. Army cooks wear white now, and many of them wear big white chef's hats, as I recommended, instead of wearing old olive drab or fatigue clothes. What I tried to do was make Army cooks proud of the job they were doing, tried to make them see how important and creative it could be."

Flavors for the military, are not, in the final analysis, separate in any manner from flavors for civilians. Whenever, in any sphere of human endeavor, unusual or unexpected circumstances make sudden, new demands upon individuals, groups or industries, progress leaps from its ordinary slow, steady pace to take larger and more rapid strides.

Work that might not have been initiated, in the normal course of events, for a number of years, is begun and developed in a highly accelerated manner for the specific purpose unusual events have dictated.

It is then but a short step to the adaptation of the new and improved, to normal and, in the long run, basic usage by all who can be benefited by new knowledge and processes.

Bauer is sales coordinator for D&O

Dodge & Olcott, Inc., has announced the appointment of Jules Bauer to the newly established post of coordinator of sales.

A graduate of Grinnell College, Iowa, where he majored in business administration, Mr. Bauer comes to D&O with an extensive background in administrative and sales activities. Following graduation, Mr. Bauer joined the General Electric Corp. and a few years later moved on to Prentiss Hall. During World War II, he saw active duty in both the Atlantic and Pacific Theaters as a gunnery officer and executive officer on destroyer escorts.

Discharged from the Navy in 1946, he returned to Prentiss Hall, where he served as assistant vice president and executive director of college sales.

In his new association, Mr. Bauer will work closely with D&O vice president C. O. Homan, and sales manager Paul Sperry.

Dr. Guenther making new study of essential oils in Latin America

Dr. Ernest Guenther, vice president and technical director of Fritzsche Brothers, Inc., is making an extensive survey of essential oil production in Mexico and other Central and South American countries.

Gair names Nenstiel

J. C. Hendricks, general sales manager of the folding carton division at Robert Gair Co., Inc., New York City, manufacturers of folding cartons, paperboard and shipping containers, has announced the appointment of William H. Nenstiel as West Coast sales representative for all types of Gair folding cartons, with particular emphasis on specialties.

West Germany's coffee challenge

(Continued from page 113)

that the quantity of coffee bought from Colombia, Central America, Venezuela and Peru must be in a certain relation to purchases from Brazil.

This is the regulation:

An importer wishing to buy Colombian coffee must prove that the quantity is not more than 40 per cent of his purchase of Brazil coffee. This refers correspondingly, to Central America, Peru, and Venezuela with 30 per cent. Apart from that, coffees of the so-called EPU-area and their dependent territories may be imported without any limitations, for these imports are fully liberalized.

The new importing procedure has been criticized here and abroad by various trade circles, particularly the fact that purchases of washed coffees—except from the EPU-area—depend on purchases of Brazil coffees in the stated proportion.

On the other hand, the necessity for a procedure like this is explained by Western Germany's considerable credit balance in Brazil. In other words, the Bundesrepublik of Germany cannot import unlimited quantities of washed coffees, even though it is very much in demand, because of the fact that she does not have sufficient dollars available.

the challenge of clean coffee

(Continued from page 76)

pert counsel of Professor Leslie H. Backer, of the Stevens Institute of Technology. We have also been given the fullest cooperation of officials of the Federal Pure Food and Drug Administration, both on regional staffs and in Washington.

Our committee has not confined its activities to the domestic end of the coffee shipping channels. During 1953, we made written representations to officials of all producing countries, emphasizing the importance of observing Food & Drug laws and regulations pertinent to the trading of green coffee.

Although we have made progress toward many of our objectives, our tasks are by no means completed. One of my reasons for optimism is the excellent caliber of my fellow committeemen and the unstinting manner in which they have contributed their valuable time to the interests of the industry at large.

I wish to take this opportunity to thank publicly all those

who have assisted us toward our primary goal: Clean coffee moving undetained through every domestic coffee port. As I pointed out earlier, this is just good, intelligent business.

the premium challenge

(Continued from page 79)

premium coupons, trade cards or cash register receipts are not redeemed, then again there is no premium cost.

Another feature is that the premium cost is always predetermined by you in advance, and it is never exceeded. There is a certain redemption figure set up, and all sales are based on that amount.

Premium advertising is advertising on velvet. Before there is a premium cost, there is a sale at a predetermined ratio of sales receipts. No other form of advertising can make any such offer.

In this brief survey of premium advertising is the premium challenge to the coffee packers of America—no premium cost without sales, and then only on a predetermined ratio of cost and sales. The premium association of which I am president has for years served coffee packers among others, clearing away hostile legislation, furthering the legitimate use of premiums and counseling its members on the various phases of premium activities. It welcomes all members of the coffee packing industry.

store grind challenge

(Continued from page 77)

bitterness result: If it is too coarse, the brew is either weak or too much coffee must be used.

The "do" store alone can give Mrs. Housewife the exact grind best suited to her particular method of making coffee without a tremendous inventory and attendant slow turnover.

No one will argue the fact that food retailing and merchandising has undergone tremendous changes during the past 25 years. Counters have given way to open shelving, clerks to self-service, credit to cash, delivery to carry, the corner store to the super. Meats are now prepacked, foods quick frozen. It is truly an age of change, but the significant fact remains that all the country's largest food retailers, all the leading coffee sellers, continue to promote coffee in the same time-proved way. They invariably, have stuck to their original sure-fire method of coffee merchandising. They refuse to change a winning game. They store grind coffee!

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President

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the challenge facing solubles

(Continued from page 58)

beaten, unless it is by more convenience and/or more pleasure.

It all adds up to the customer having been shown some advantage he did not previously enjoy and employing the simple secret of giving the customer what he wants . . . and selling more coffee.

Trade Name: The one thing that sticks in the mind of a consumer is a trade name and the longer that name has been associated with coffee the easier it becomes for him to continue buying the name. When his favorite name shows up on a jar of solubles, there is no great problem for him to take that first step. Selling coffee is the overall purpose, and if solubles will induce greater consumption of coffee, then the purpose is being accomplished.

Iced Drinks and Flavoring: Solubles make it easier to consume more coffee for iced drinks. Preparing coffee single, double or triple strength creates no problem. Solubles make it easier to consume more coffee when used as flavorings in many types of desserts and syrups. Our ideal beverage becomes a flavoring medium by making it easy for the housewife to prepare stronger coffee flavoring simply by mixing in more powder. That, too, is good for the coffee business.

Soluble Consumption: Figures on soluble consumption and processing capacity are difficult to assess. Market reports furnished by newspapers or other media may roughly guide, but the facts are bound to be away off the indicated figures. It is known that nearly all manufacturing facilities are working full time and some cannot keep up with the demand—but is it not known how much is produced. Facilities are being expanded in keeping with the obvious promise of solubles.

The coffee trade can be proud of its youngster, now growing up as an important member of the coffee family with vigor and signs of great endurance.

the challenge facing coffee bags

(Continued from page 59)

their fear of a new package jeopardizing their brand names. Public demand, also, as the product becomes more widely known, will compel more firms to follow the suit of the prominent roasters who have for several years been packing their brands in quality one-cup bags.

The obvious challenge of promotion has not been met before now because of lack of adequate volume production facilities for quality coffee bags. When the Steepolator coffee bag, containing a standard measure of coffee, was introduced over three years ago, the demand for it was overwhelming from the major customers who immediately began packaging their coffee in this bag. The building of new Steepolator bag making machines on a handmade basis could not keep pace with the increasing orders for its coffee bags. No additional Steepolator bag customers could be accepted and regular customers, as well as the manufacturer, had to cease all consumer advertising and expanded distribution.

Over a three year period, the packing facilities of the Steepolator factory have been greatly augmented. Hereto-

fore, however, machines have not been available to roasters who desire their own in-plant packaging. Now, instead of being made one by one, this quality coffee bag machine, trademarked MOCO, is in mass production by an internationally known machinery manufacturer. MOCO machines are distributed on a royalty basis that makes them available—for little or no capital expenditure—to roasters throughout the United States and Canada who desire the greater profit (and consistent uniformity of coffee brewing) that these coffee bags offer.

To sum up, production facilities for a quality coffee bag are now available to supply the demand that will result from promotion. And promotion on Steepolator Coffee Bags that now becomes feasible for both the roaster and the licensor of the machinery starts nationally in the November 16th issue of LIFE magazine.

the challenge of quality, price, volume

(Continued from page 67)

and support could be given Central American producing countries to improve port facilities. Lack of good highway and railroad facilities from producing areas to coast ports increases costs in the neighborhood of ten cents in some cases. The transportation to the United States costs from one cent to two cents. Better warehouse facilities, picking, fermenting, culling, etc., in interior points would allow the producer a larger margin on his costs.

Challenge foreign producers with the idea that any artificial stimulation of the price of coffee only brings its inevitable train of inflation, overproduction and surpluses, then disastrous prices.

Higher prices may lead to another trend. It is reported that certain producers of instant coffee are opening a plant in Brazil. The shipment of the finished product into this country would affect the coffee industry profoundly, as well as all related lines, like shipping, etc. Foreign countries have a way of promoting the processing of their own raw production. It is hard to say it cannot happen with instant coffee, where the matter of blends may not be so important. True, it may be a long way off, but it is better to recognize a situation when it is a long way off, and to take steps to deal with it.

There never was a time when the coffee industry did not have a challenge. Its survival and the healthy state in which it now finds itself is evidence of its ability to master its problems. Changes which take place are often relatively slow. Sometimes the climax of these changes are abrupt. The leaders of the industry have the vision to prepare to meet them. Therefore, if there is a final challenge, let it be to have faith in the industry's future, and to strive to make that future secure and prosperous.

the challenge to vending machines

(Continued from page 62)

customers and ally themselves only to those people whom they feel can be built into a dealer organization which will adhere to the principles of fair competition.

The aim of our industry should be to provide management with the benefits and employees with the pleasure, of a fresh, hot cup of coffee night or day, anywhere in business or industry, in a fashion which will make our dealer organizations the one of the most respected in their communities.

New York News

■ ■ Front Street is extending congratulations to Wm. Hosmer Bennett & Son. They're marking their 75th anniversary this year.

■ ■ The Tea Club held its fall meeting at the Antlers on Wall Street, with about 75 on hand.

Joe Diziki, retiring president, was chairman. Former officers resisted all attempts at reelection, and a new slate was voted into office. Allan McKissock, Jr., was elected president, Bill Neville vice president, Bill Jebb treasurer and Elaine Kroner secretary.

Color slides of the Greenbrier convention, taken by Eddie Conran, were projected onto a large screen. Bill Felton provided a delightful running commentary.

■ ■ Charles S. Washor, president of the Charles S. Washor Co., Inc., has announced the appointment of Edward Majestic as general manager. In this position, Mr. Majestic will have direct charge of production, personnel and plant ad-

ministration. Mr. Majestic has been associated with the coffee industry since 1940, when he joined Jabez Burns & Sons, Inc. He served in the engineering and purchasing departments at Burns before entering the Marine Corps in 1942.

Following separation from the service, he returned to Burns and worked two years in the production department before moving into sales engineering. In the Burns sales department for seven years, he covered, at various times, the Eastern Seaboard, the Midwest and the South.

■ ■ H. A. Fraenkel, of L. Neugass & Co., Inc., with Mrs. Fraenkel, has been on an extended tour of Caribbean and South American countries. An air-sea trip, their stops include Haiti, the Dominican Republic and Maracaibo and Caracas in Venezuela. They plan to sail on the Alcoa Cavalier from La Guaira to Mobile, spend some time in New Orleans, and fly on to the NCA convention at Boca Raton.

■ ■ The coffee department of the East

Asiatic Co., Inc., recently ran a full page advertisement in the "Nordlyset" (the Northern Light), a leading Danish-language newspaper here in the East, reaching millions of Americans of Scandinavian descent.

The advertisement complimented U. S. roasters and declared: "Coffee—America's Favorite Drink".

■ ■ Stanley W. English, director of Brian & Stanley, Ltd., London, coffee importers and exporters, stopped off in New York recently on his way to Brazil for a five-week visit. While here, he made his headquarters at H. L. C. Bendiks, Inc.

■ ■ Harry Bendiks, president of H.L.C. Bendiks, Inc., is on a two-week trip to Europe. He will visit with N. V. Koffie Handelmy "MATAGALPA", Amsterdam, Holland.

■ ■ Jack R. Aron, of J. Aron & Co., Inc., has accepted chairmanship of the coffee division in the campaign of the Travelers Aid Society of New York to raise \$364,000.

■ ■ From Santos, Fred Barnard, of George W. Lawrence & Co., Inc., writes that he's having a wonderful time among many old friends.

"Very satisfactory results from the visit makes it even better," he reports.

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NEW YORK

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San Francisco Samplings

By MARK M. HALL

■ ■ The subject of conversation up and down the street at the time of this writing is the devaluation of the cruzeiro to the extent of offering a bonus of five cruzeiros to every dollar at the official rate of 18.36 cruzeiros. This succeeded arrangements under the old official minimums.

If this devaluation of the cruzeiro, plus stocks built up in the east because of the strike and now on hand to affect spot and actual prices, has brought about a drop in coffee prices, it is not expected here by some that they will remain at low levels. The statistical position of coffee is strong and weakness is not looked for in the near future. So goes the green man's opinion.

The Brazilian situation has the boys guessing. At one time buyers would balance their blends between Colombians, Centrals and Brazils. With the discounts on Centrals and Colombians, buying centered there, with more Africans thrown in. At one time roasters used to buy Brazils and store them during the off season. Now they buy from day-to-day, at the market for the most part. The discounts on Colombians and Centrals have pretty well cleaned up stocks, and prices now are firm.

Information received from Brazil as to damaged coffee trees states that there is good blossoming in Parana and that prospects for next year's harvest seem better. Shipments to ports have declined but this cannot be taken as evidence of a shortage in production. Producers were holding back, waiting for an improvement in the cruzeiro in relation to the dollar.

■ ■ The Pope & Talbot coffee trade dinner theater party was held at the Bellevue Hotel and at the Geary Theatre. Before dinner, cocktails were served in the foyer of the hotel. Later the coffee men and their wives attended the musical comedy hit, "Pal Joey", starring Harold Lang and Carole Bruce.

After dinner Charles Wheeler, executive vice president of Pope & Talbot, Inc., was introduced by George A. Pope, Jr., president of the company. Mr. Wheeler mentioned the fact that he had recently returned from a trip through the frost-hit coffee regions of Brazil. He was able to obtain a very clear picture of what happened.

Endeavoring to show coffee men the tremendous future of coffee, Mr. Wheeler told of the Swedish woman who used coffee grounds to fertilize her prize winning flowers. To her at least, the

grounds were worth more than the fresh coffee.

Oswald L. Granicher of Ruffner, McDowell & Burch, Inc., vice-president of the P.C.C.A. assured the steamship men that they were among friends. In all 150 coffee men and their wives were on hand. Among those acting as hosts were John A. Stein and George Moran.

■ ■ Arthur Woelfl, of J. Aron & Co., went on a three-week fishing trip in Mexican waters. But . . . did anyone see any fish, or photos of them?

■ ■ Clifford L. Buel, assistant traffic manager of Pope & Talbot Lines, died recently after a brief illness. He had been 25 years with the company. He leaves his wife, Jane B. Buel. They had no children.

■ ■ Much traveled Miller M. Riddle, of Thomas J. Lipton, Inc., after returning from the grocer's convention in Coronado, took a plane for Hoboken to attend a general sales meeting of the company.

■ ■ Now Charlie Montague, of M.J.B., can boast of a well-balanced family, a better blend. His wife Elizabeth, gave birth last month to a baby girl Barbara Ann. They already have two boys. It is reported that things happened rather suddenly, and Charlie had a hard time keeping up with events.

■ ■ Robert Cook, of the Cook Tea & Coffee Co., Salt Lake City, spent some time in San Francisco last month talking things over and visiting with Harry Maxwell.



Speaking of

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TURNSTILE

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GOLDEN GATE

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San Francisco

MILDS — BRAZILS



At the Chicago-St. Louis Intercity Coffee Golf Tournament. From left: Tom Hawken, Sr., James H. Forbes, Gus Schmidt, I. MacDonald, Walter C. Landmann, Jack Menary, Tom Yenker, Thomas Sexton.

Edward Menard, John Hodapp, H. J. Schmidt, Bob Klaus, R. H. Finlay, John Homburg, Glenn B. Roewe, Don M. G. Hawken, Warren Studt, Gene Crowson, Joe Frimel, Dewey Dunhart.

■ ■ It took seven pages of foolscap paper for Joseph G. Hooper to multi-graph a carefully worked out statistical record to show the changes in world coffee imports over a five year period. It covers the decrease in Brazil imports and the great increases by Central American countries and Africa. If you want to embarrass Joe, ask him for an extra copy.

■ ■ Pope and Talbot's Forester arrived in Los Angeles last October with 76,000 bags of coffee. It was the largest single shipment this year, but not an all-time record.

■ ■ Gerry Coakley, the smiling, gracious and pretty office girl with B. C. Ireland, Inc., was married to Edward A. Wilson of the coffee department of W. R. Grace & Co., Pacific Coast Division. Gerry is a graduate of Holy Name College in Oakland, and Edward's alma mater is the University of California. marriage for the present, at least, will not interfere with Gerry's coffee job at B. C. Ireland. Her only problem so far is whether to use coffee from her office or Edward's for breakfast.

■ ■ Wilbur Hughes, of Haas Bros., made another trip to Central America. Fred Ruhland returned last month from a trip to the same countries. Ernie Shaw, of Hills Bros., was in Brazil last month. Neil Hopping was in Ecuador about the same time. John Beardsley, of Otis, McAllister, spent some time in Brazil last month. Lloyd Thomas of S. F. Pellas is in Colombia and Central America. It seems to be a greater problem now to get coffee at the right price than to sell it. Therefore the commuter service of the green coffee men.

■ ■ Toby Hyde and two representatives of the Tea Council from India were guests of the Western States Association at the first of their fall season meetings at the Hotel St. Francis. Toby addressed the meeting and showed slides presented at the tea convention. Joseph Bransten presided and introduced two guests from the local Indian consulate, M. Kirsham and J. S. Hudal.

■ ■ Howard Bargreen, of the Bargreen Coffee & Restaurant Equipment Co., Everett, Washington, was in San Francisco last month visiting the trade. His firm was established in 1898. At one time he was a state senator in Washington.

■ ■ The board of directors of P.C.C.A. met recently in San Francisco. Among

the out-of-town members attending were Royal A. Frew, Wason Bros. Co., Seattle; Lee Elliot, Defiance Tea & Coffee Co., Portland; W. E. Waldschmidt, Otis, McAllister, Los Angeles; C. A. Nonemacher, Jewel Tea Co., Los Angeles.

■ ■ The Christmas party of the San Francisco Coffee Club will be held at the California Country Club. Plans are under way to make it the biggest and best ever. Bill Seely, president of the club, and Ed Johnson, Jr., are working out the committees and plans to handle the entertainment and golf.

■ ■ Al Sargent has joined Leon Israel & Bros. Inc. He was formerly with the S. F. Pellas Co.

■ ■ G. Stanley Evans, statistician for the Harbor Board furnished the following figures on coffee imports into San Francisco harbor by tons: July, 1953, 11,432 tons; August, 2,423; September, 11,260; July, 1952, 3,879 tons; August, 8,794; September, 15,137. The total for 1953, including September, is 114,335 tons; for 1952, same period, 104,441.

■ ■ Johnny Thompson, of Blue Ribbon Products, is back from the hospital and doing well at his home. He had one relapse after leaving the hospital the first time, went back again, and had a serious abdominal operation performed. His friends are all glad to know he is on the sure road to recovery.

■ ■ Morris Buckingham, of Alexander Balart, recently underwent an operation at Palo Alto Hospital. He experienced a speedy recovery.

■ ■ Ed Manning and Mrs. Manning visited the Hawaiian Islands last month.

St. Louis

By LEE H. NOLTE

■ ■ The Chicago-St. Louis Inter-City Golf Tournament was played over the course of the Norwood Country Club. Members of the Chicago team were Robert Otten, Thomas Sexton, Jack Menary and Robert Swanson. The St. Louis team consisted of Walter Landmann, Thomas Venker, Ed McCleery, Jr. and Joseph E. Jensen.

The trophy donated by the Chicago club, was won by the St. Louis team!

The St. Louis handicap was won by August A. Schmidt, of the Jas. H. Forbes Tea & Coffee Co., and runner-up was James H. Forbes. Low Gross was won by Ed McCleery, Jr.

We were happy to have with us some of our out-of-town friends; I. Mac Donald, of the Mid West Tea Packing Co., Chicago; R. H. Finlay, Jr., of the Union Bag and Paper Corp., Kansas City, Mo.; Lester Vossmeyer, Board of Commission, Port of New Orleans; K. Dillman, A. P. Green Fire Brick Co., Mexico, Mo.; and Ralph Boz-Dresch, who is in the export business.

Also present were Warren Studt, of the Frisco Railroad; Wilbur Morgan, of the Cory Corp.; Jack Butridge, Illinois Central Railroad; and Harry Ellerbrook, R. C. Can Co. all of St. Louis.

The weather was beautiful, and we had a good crowd. The last golf game of the season always means a big steak dinner, which everyone seems to enjoy. As usual, the many friends in the coffee trade and allied industries contributed many beautiful prizes, all of them very much appreciated.

Vancouver

By R. J. FRITH

■ ■ Hudson Bay Wholesale, a division of the Hudson's Bay Co., has completed moving operations from its old pioneer-day location on Water Street to their new building at 950 Terminal Avenue, Vancouver. The new plant's equipment including roasters, grinders and a packaging line, are being installed. George Shipp is general manager of this division.

■ ■ Z. K. Estey, president and general manager of Dickson's Teas and Coffees, Ltd., Vancouver, has been visiting tea and coffee distribution points in Alberta. He returned to his offices in Vancouver very well pleased with what is considered to be a good outlook for the forthcoming winter and spring business.

■ ■ E. J. King, specialist in teas and coffees for the W. H. Malkin Co., Ltd., Vancouver, with general management of the division of the firm, attended the Canadian Tea and Coffee Association's convention held at the General Brock Hotel, Niagara Falls, Ontario. He says there is a general opinion prevalent that the business outlook is quite good, with widespread employment, heavy foreign trade and good public demand.

■ ■ Tom Duff of Leon Israel & Sons, Inc., San Francisco, and William Howe, of the Bunge Corp., New York, were planning to visit old friends in coffee

(Continued on page 150)

New Orleans Notes

By W. McKENNON

■ ■ The Southern Coffee Roasters' Association met in New Orleans at the St. Charles Hotel. The association was honored at a cocktail party at the International House given by the New Orleans Green Coffee Association.

Bates Smith, of Augusta, Ga., was elected a vice president of the roasters' association.

Among out-of-towners attending the meeting and calling on the trade were: J. L. Antrim, C. W. Antrim & Co., Richmond, Va.; Ed Wilson, Colonial Coffee Co., Nashville, Tenn.; Brooks Pearson, Betner Bag Co., Philadelphia; J. D. Anderson, Southland Coffee Co., Atlanta, Ga.; John Creamer, Trico Coffee Co., Birmingham, Ala.; F. R. Martin, Bingham Coffee Co., Jacksonville; William Smith, Batterton Coffee Co., Birmingham, Ala.; H. K. Saurage, Jr., Community Coffee Co., Baton Rouge, La.; William Palmour, Palmour Coffee Co., College Park, Ga.; Overton Dickinson, Fleetwood Coffee Co., Chattanooga, Tenn.; Bill Donovan and John Donovan, Donovan Coffee Co., Birmingham, Ala.; W. Watkins, Lamb and Watkins Coffee Co., Murphreesboro, Tenn.; Bates Smith, Interstate Coffee Co., Augusta, Ga.; John Dinos, Mocha Coffee Co., Atlanta, Ga.; Maynard Holt, Oliver Finnie Co., Memphis, Tenn.; George Harrison, George Harrison Coffee Co., New York City.

■ ■ The New Orleans Green Coffee Association's Annual Golf and Gin Rummy Tournaments, ending in a Stag Dinner, was held at the Lakewood Country Club. The golf tournament was handled by Austin O'Brien.

First prize was won by Louis Stratman, Leon Israel & Bros., Inc. Second prize went to Ashton Peryrefitte, Riverside Warehouses, Inc.; third prize to Almond Power, J. A. Folger & Co.,

George Gernon was in charge of the gin rummy tournament, which began later in the afternoon. Gus Hoffman, of the Felix Vaccaro offices, won first prize, and Jeff D'Antonio & Co., won third prize.

Numerous other prizes were awarded, with Earl Bartlett, of the American Coffee Co., as master of ceremonies.

■ ■ John Kent, of Otis, McAllister, and Mrs. Kent, are the parents of a young son, John Edward, Jr.

■ ■ Mr. and Mrs. W. B. Reily, Jr., left for New York, where they sailed for an European trip.

■ ■ Albert Schaaf of Stewart, Carnal, has returned from a trip through Texas on business.

■ ■ The new superintendent of the Orleans Parish School Board addressed the members of the Board of Trade on the floor of the Exchange. Dr. Redmond showed a short film on the public schools of New Orleans, and answered questions after the film showing.

Kent Satterlee, Chairman of the general membership committee, announced that in line with a policy of promoting closer contact among the members, this address and reception is the first general membership activity of the fall season.

■ ■ Floyd Keen, of Hanemann & Cummings, and Mrs. Keen, have announced the birth of a young son.

■ ■ Ashton Peryrefitte, of Riverside Warehouses Inc., recently had as his luncheon guest, E. Wilson of the Colonial Coffee Co., Nashville. They made a tour of the docks before Mr. Wilson's departure.

■ ■ The marriage of Jeanne Gernon to Joseph Benson, of New Orleans, was solemnized at a lovely wedding. The bride is the daughter of G. T. Gernon, of Ruffner, McDowell & Burch, Inc.

Vancouver

(Continued from page 149)

in Vancouver. They were in the Pacific Northwest when their friendly advance notes arrived.

■ ■ Frederick Mills Kelly, president of Kelly, Douglas & Co., Ltd., teas, coffees, spices and extracts, passed away recently, in his 57th year. He is succeeded by C. Howard Kinne, as president. Victor F. MacLean was elected vice president.

■ ■ B. C. Erridge, formerly assistant general manager, Nabob Foods, tea and coffee division, Kelly, Douglas & Co., Ltd., has been appointed manager of that division.

Chicago

By JOE ESLER

■ ■ Board of directors of the National Retail Grocers Association met at the Palmer House last month. The Chicago regional meeting was held at the Edgewater Beach hotel.

■ ■ Bert Mills Corp.'s St. Charles plant will double the company's production, the president announced. The plant will be complete late this month.

■ ■ E. E. Hood, vice president Otis McAllister San Francisco office, visited the Chicago offices on his way to Europe.

■ ■ Chicago newspapers report largest lineage from coffee roasters in many years boosting the sale of various brands and instant coffee.

■ ■ Continental Can Co. is introducing in the schools of the towns and cities where their plants are located, a three part educational program to help teach American economics through the study of the packaging industry.

A sixty-three page guide is the basis of the program, also six wall charts in full color, and a fifteen minute animated film, The Story of Packaging. More than fifteen thousand sets have been distributed since the campaign was started.

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AND TEA INDUSTRIES help you.

premiums in the food field

(Continued from page 85)

or money order for only \$21.95. This very vividly shows her what the retail price is on this item and how much she saves by buying it this way. The retail price is that price that consumers are paying locally throughout the United States for the item,—not necessarily the list price. We have shopped the market and are not kidding ourselves into a situation where the consumer can buy the item locally at the same price listed in our IGA Premium Club booklet without collecting cash register receipts.

In effect, we have gone into a small mail order business and it's going to be very interesting to see how it eventually develops.

The average orders for premiums at the present time are about \$11.00. We understand this is a very high average for premiums for which the consumer sends in money.

We guessed wrong in selecting items for the first premium booklet because we had too many low-priced items. We have since found out that people are buying better premiums.

Orders each week are increasing, and with a program that is a little more than a month old, I am told the results are most encouraging. To us they are so encouraging that we are preparing the next IGA Premium Book to go out from coast-to-coast. We have a tentative order of 1,000,000 IGA Premium Books.

We have noted that many consumers like to see what they are buying, particularly if it is an item that is not too well known. So arrangements have been made to have three different sets of combinations of premiums for display purposes available to retailers. Orders for these have been coming in very rapidly. In this way, the consumer can actually see the high quality of the item she can get at a substantial saving by saving her cash register slips at the IGA Store. And when the sale is over, it has cost the retailer very little money. Yet it has stimulated additional sales in his store through attracting new customers and encouraging present customers to buy more.

I don't know what more one could do to develop a premium program for retail food stores. Yet I do know that just to have the promotion, without promoting it first, is like trying to sell an item in a dark room without the benefit of sound or light.

No promotion can be really effective unless given the proper build-up plus a complete follow-through in advertising to the consumer at the retail level. Premium promotions that have been developed in our organization have been given wide publicity and advertised in newspapers and handbills



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NOVEMBER, 1953

to make the consumer aware of what is going on. At the store level, posters, window posters, over-the-wire banners and displays have been used.

In conclusion, let me re-state that premiums, in our opinion, are coming into their own as sales stimulators, and we in the food business are more conscious of this type of activity because as the future envelops us we find ourselves surrounded more and more by keener competition. Thus extra, different and sound activities developed to attract consumers will help build that volume so necessary to successful food store operations.

Phillip Papin dies

Phillip Papin, 46, vice president and general manager of the Rossotti California Lithograph Corp., died of a heart attack at his home in San Francisco recently.

Mr. Papin was widely known throughout the food field, having been influential in the design and manufacture of many nationally known food labels and cartons.

He is survived by his wife Alice, his parents, Mr. and Mrs. Anthony Papin, a brother Conrad, and a sister, Mrs. William Giordano.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

COFFEE AND TEA INDUSTRIES and The Flavor Field, published monthly at New York, N. Y., for Oct. 1, 1953.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, E. F. Simmons, 106 Water Street, New York 5, N. Y.
Editor, Bernard Sachs, 106 Water Street, New York 5, N. Y. Managing editor, None. Business manager, E. Redmond, 106 Water Street, New York 5, N. Y.

2. The owner is (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

Coffee and Tea Industries and the Flavor Field, 106 Water St., New York 5, N. Y. E. F. Simmons, 106 Water Street, New York 5, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs shown the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

E. F. SIMMONS.
(Signature of Publisher)

Sworn to and subscribed before me this Eighth day of September, 1953.

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